

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

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To assist the national program of encouraging people from other countries to visit the United States, the Museum of Modern Art has published a new flyer for tourists in French, Spanish and English which is being distributed to travel agencies, hotels, airlines and travel centers here and abroad.

The illustrated flyer, printed in two colors, describes the purpose of the Museum in three languages and points out that its collections and changing exhibitions drawn from all parts of the world include not only painting and sculpture but architecture, films, prints, photography, industrial design and other practical applications of today's art.

A simple floor by floor description, in English, is illustrated by a photograph of the Museum's famous Sculpture Garden. A few of the works of art in its collection by van Gogh, Picasso, Matisse, Hopper, Le Corbusier, Steichen, Harold Lloyd and Saarinen are reproduced on one page while a map of mid-town Manhattan, giving the location of outstanding landmarks, is printed on the back page.

The Museum, which owns a collection of modern art unique in the world, has always attracted many foreign visitors and some years ago published in French and German a small booklet illustrating and describing some of its famous paintings and sculpture. This is sold in the Museum lobby along with other Museum art books many of which have been published in Spanish, French, German, Italian and Portuguese editions. Languages spoken by Museum staff members include Japanese, Russian and Swedish as well as German, French, Italian and Spanish.

The Museum of Modern Art, a non-profit educational organization, presents about 25 loan shows each year in painting, sculpture, architecture and design, prints, drawings and photographs as well as a year round exhibition of selections from its own collections. Films are shown twice a day and during the summer months jazz concerts are presented in the Sculpture Garden on Thursday evenings. About 650,000 people visit the Museum each year. The new flyer was designed by Joseph Del Valle.

For additional information contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. CI 5-8900.