

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

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83

TO: PHOTO EDITORS

CITY DESKS

A giant circus tent, 30 feet high and covering 6,400 square feet, will be erected at the east end of the Museum of Modern Art Sculpture Garden on Monday, April 23 to house the forthcoming Museum exhibition Design for Sport. A crew of four men from the Eureka Tent and Awning Company, Binghamton, New York, are expected to take about six hours (from 9 a.m. to 3 p.m.) suspending 1,200 yards of brown and white canvas from a central pole made from an Adirondack spruce tree. The tent will be open on all sides and secured to the ground with ash stakes and guy lines.

The canvas twill, treated to resist mildew, water and fire, has been donated by Wellington Sears, Inc., New York.

Robert Bruce De Martine, president of the 67-year old tent company which is official tentmaker for the Boy Scouts of America, will be on hand to supervise the pitching. The tent will arrive by truck about 8:30 Monday at the West 54th Street entrance to the Museum Garden.

The exhibition in the tent which will open on May 15 will include more than 100 examples of sporting equipment, ranging from fencing and diving masks to racing cars, baseballs, gliders and skis. Design for Sport, is presented in cooperation with "Sports Illustrated" magazine and The National Sporting Goods Association.

The objects in the show were selected from 16 countries by Mildred Constantine and Greta Daniel, Associate Curators of the Museum's Department of Architecture and Design, after having met "Sports Illustrated's" standards of performance. The exhibition is directed and will be installed by Arthur Drexler, Director of the Department of Architecture and Design.

NOTE: The tent people tell us the best time to photograph will be around noon.

For additional information please call Elizabeth Shaw, Publicity Director or Nancy Reed, Assistant Director, Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. Circle 5-8900.