

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

No. 55

Friday, May 28, 1965
FOR IMMEDIATE RELEASE

The Museum of Modern Art today announced that attendance has reached a record high of 1,058,700 since the Museum re-opened last May 27, a year ago, after the completion of the first phase of its current building program.

The figure represents total attendance: all visitors who paid the regular entrance fee -- \$1.00 for adults, 25 cents for children; members who pay a yearly membership fee; groups who are admitted at a special group rate; and groups of school-children who are admitted free-of-charge.

During the year, the Museum presented thirty-four exhibitions. Two have set attendance records: BONNARD AND HIS ENVIRONMENT, which was on view from October 5 through November 29, 1964, drew 191,066 people, an average daily attendance of 3,473; THE RESPONSIVE EYE, which was on view from February 23 through April 25, 1965, drew 239,344 people for an average daily attendance of 3,923. THE RESPONSIVE EYE also drew the largest single-day crowd in the Museum's history on April 22 when 8,577 visitors passed through the Museum's turnstiles.

The previous yearly attendance record had been set during the 1962-63 season when 730,000 people visited the Museum. The following year, the Museum was closed for six months in order to complete the expansion and remodeling program, which included the addition of two new wings -- the seven-story East Wing adjacent to the Museum on West 53rd Street and the one-story Garden Wing facing 54th Street -- and the Upper Terrace of the Abby Aldrich Rockefeller Sculpture Garden.

The new galleries and sculpture garden, which more than double the exhibition space, enable the Museum for the first time to present a panoramic view of the achievements of one of the most varied and revolutionary periods in the entire history of art, from Cézanne to such recent manifestations as op art and assemblage, selected from its own world-famous Collections.

The building program has continued during the year. The Edward Steichen Photography Center's study rooms opened in August, 1964, and the Abby Aldrich Rockefeller Print Room opened in January, 1965. Both study centers are located on the fourth

(more)

floor of the Museum's new East Wing and are connected to the galleries on the third floor by an interior stairway. The second phase of the Museum's building program will begin later in the '60s when the Museum expands to the west.

During the first year of operation -- 1929-30 -- when The Museum of Modern Art was housed in a suite of offices in the old Heckscher Building, 186,449 people saw its nine loan exhibitions. During its first full year in its present main building on West 53rd Street -- 1940-41 -- attendance reached 262,485.

Additional information available from Elizabeth Shaw, Director, and Lynn Traiger, Assistant Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N. Y. 10019. Circle 5-8900.