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THE MUSEUM OF MODERN ART
11 WEST 53RD STREET, NEW YORK

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FOR IMMEDIATE RELEASE

The Museum of Modern Art announces that owing to the generosity of its trustees, friends and patrons it has raised more than three-fourths of the million dollars necessary for the erection of its new building on West 53rd Street. It has also been enabled to take immediate title to the site, comprised of a 130-foot frontage on West 53rd Street and extending through to a 75-foot frontage on West 54th Street. The value of the land is approximately one million dollars.

The Trustees of the Museum of Modern Art are:

A. Conger Goodyear, President; John Hay Whitney, First Vice-President; Samuel A. Lewisohn, Second Vice-President; Nelson A. Rockefeller, Treasurer; Cornelius N. Bliss, Mrs. Robert Woods Bliss, Stephen C. Clark, Mrs. W. Murray Crane, The Lord Duveen of Millbank, Marshall Field, Edsel B. Ford, Philip Goodwin, William S. Paley, Mrs. Charles S. Payson, Mrs. Stanley B. Resor, Mrs. John D. Rockefeller, Jr., Beardsley Ruml, Paul J. Sachs, Mrs. John S. Sheppard, Edward M. M. Warburg, The Director of the Museum is Alfred H. Barr, Jr.

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Last Fall the Museum acquired 9, 11, and 13 West 53rd Street by exchanging 6, 8, and 10 West 53rd Street, which properties had been purchased as a possible building site with money from an endowment fund raised by the Museum three years ago. The remainder of the present site--15, 17, and 19 West 53rd Street and the 75-foot frontage adjoining on West 54 Street--is the gift of Mr. and Mrs. John D. Rockefeller, Jr. The Museum building will front on West 53rd Street. The frontage on West 54 Street will be used as a garden for the exhibition of sculpture and for other Museum purposes.

The Building Committee for the Museum consists of Stephen C. Clark, Chairman; A. Conger Goodyear, President of the Museum; and Nelson A. Rockefeller, Treasurer. The architects are Philip L. Goodwin and Edward D. Stone, Associated. It is hoped that the new Museum building will be ready for occupancy in the Fall of 1938.

Demolition of the building occupied by the Museum for five years at 11 West 53 Street and adjacent buildings numbered 15, 17, and 19 on the same street will start about July 1. Construction contract for the building has been signed with John Lowry, Inc., for the mechanical engineering with Clyde R. Place, and for the structural engineering with George E. Strehan. The building will be of steel reinforced concrete five stories high, with penthouse. It will consist of a main block faced with white marble on the front and on one side, and on the other side will be a tower faced with a dark stone. The rear of the building facing 54 Street will be a combination of glass brick and clear plate glass.

A tower on the left will rise 26 feet above the level of the penthouse. On the ground level of this tower will be the truck entrance for the delivery of objects of art; at the top of the tower will be various fan rooms, cooling tower and tanks required by the building department. Intermediate floors in the tower will be used for staircases, elevators, fire stairs, and lavatories.

In the basement will be a lecture room seating more than five hundred persons, with lounge adjacent. On the mezzanine will be a large storage space for works of art, packing, shipping, etc. Exhibition space on the ground floor will probably be devoted entirely to temporary exhibits. On this floor large plate windows will overlook the street on the front and the garden at the back.

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The second and third floors will be given over entirely to exhibition space. On the first and second floors the galleries will have windows facing the garden on 54 Street. These galleries may be used for exhibits of interior architecture, industrial design, furniture, etc.

The Museum of Modern Art Film Library, which, on account of the crowded conditions in the present Museum building, has been located at 485 Madison Avenue since it was founded in the Spring of 1935, will occupy half of the fourth floor, where it will have offices, projection room, shipping quarters, etc. The library of the Museum, containing more than 3,000 volumes, and the print room will also be on this floor. The offices of the Museum will be on the fifth floor. The penthouse will consist of a members' room for meetings of the Board of Trustees and the various committees of the Museum. Surrounding the conference room will be a wide terrace. There will also be rest rooms on the penthouse floor.

The Museum recently moved to temporary quarters at 14 West 49 Street. Its galleries, on the concourse level of that building, will open Wednesday, June 23, with a Summer Exhibition of outstanding examples of modern painting and sculpture and architecture. In addition, one of its galleries will be devoted to an exhibition of more than one hundred motion picture stills from the Museum of Modern Art Film Library, showing the development of American motion pictures from 1895 to the present day. During its stay in temporary quarters the Museum will adopt a new policy in regard to admission. An admission fee of 25 cents will be charged on all days except Mondays, which will be free to the public. Members are admitted free at all times. Hours during the entire year will be from 10 a.m. to 6 p.m. daily including Saturdays and on Sundays from 2 p.m. to 6 p.m.