

The Museum of Modern Art

To Assignment Editors, Art Editors

From Elizabeth Shaw, Director of Public Information

Date September 20, 1974

Re WORKS FROM CHANGE, INC.

The press preview for "Works from Change, Inc. will be held at The Museum of Modern Art, sixth floor, Tuesday September 24 from 10 a.m. to noon.

The exhibition consists of 100 prints selected from works given to Change, Inc. to sell in order to create a revolving fund to help artists meet financial emergencies.

The full list of artists represented in the show is:

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| Michael Balog | Robert Rauschenberg |
| John Chamberlain | James Rosenquist |
| Walter de Maria | George Segal |
| Alex Hay | Frank Stella |
| Sol LeWitt | Hisachika Taka Hashi |
| Roy Lichtenstein | Cy Twombly |
| Brice Marden | Andy Warhol |
| Claes Oldenburg | Susan Weil |
| Robert Petersen | Robert Whitman |

The exhibition includes two works by Robert Rauschenberg, founder of Change, Inc., which have never been exhibited before. They are new prints on cloth. He will be present at the press preview.

The exhibition, one of the Art Lending Service's series of shows, was made possible by a grant from Blue Nun Wine.

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The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

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WORKS FROM CHANGE INC.

A unique organization, Change, Inc., formed in 1970 by Robert Rauschenberg to help artists help each other cope with financial emergencies, provides the source for an exhibition at The Museum of Modern Art from September 25 through November 24.

100 prints, selected from works given by well-known artists to Change, Inc. to sell and thus provide a revolving emergency fund, will be on view in the 6th floor Art Lending Service Gallery and Members Penthouse in an exhibition made possible by a grant from Blue Nun Wine. The works, at prices ranging from \$300 to \$3000, can be purchased through the Art Lending Service, an activity sponsored and operated by the Museum's Junior Council.

The exhibition was selected by Susan Ginsburg, a Board member of Change, Inc., and includes recent work by Warhol, Stella, LeWitt, Lichtenstein, Marden, Rosenquist, Twombly, among others, and, of course, Rauschenberg, who has given one print from every edition he has issued since the foundation was established four years ago. All the works date from the 1970's, and are from relatively small editions.

Since it was founded, Change, Inc. has distributed almost \$30,000 to 37 artists for such emergencies as unexpected medical expenses, imperative studio repairs, materials, and tuition fees. The usual red tape that accompanies grant applications is eliminated as the artists write directly to Change, Inc., and the Board of Directors makes its decisions immediately by vote. The grants are generally small. The overhead expenses of Change, Inc. are minimal -- \$20 in three years -- as administrative and legal services are donated.

Most of the works of art Change, Inc. has for sale have been given by

(more)

well-known artists (whose donations of their own work are no longer tax deductible). Recently the foundation's resources were assisted by a grant from the National Endowment for the Arts.

Members of the Board of Directors of Change, Inc. are Francis Mason, Henry Hopkins, Alice Denny, Leo Castelli, Rubin Gorewitz, Robert Rauschenberg, James Rosenquist, Sam Dorsky, Alana Heiss, Marcia Tucker, and Susan Ginsburg.

The Art Lending Service was established in 1951 to help Museum members collect modern art. Selections are made for the Service from more than 100 galleries and studios. Rental fees ranging from \$10 to \$100 are deducted from the purchase price if the borrower decides to buy when the rental period (two to three months) is up.

Periodically, the Art Lending Service presents exhibitions in the Members Penthouse. Blue Nun Wine is sponsoring the first two shows of the season.

Additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53rd Street, New York, N. Y. 10019.
Telephone: (212) 956-7501; 956-7504.
