

THE MUSEUM OF MODERN ART

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FOR IMMEDIATE RELEASE

OLDEST INSTITUTION FOR "ADVANCED FEMALE EDUCATION" WILL BUILD MODERN HALF-MILLION-DOLLAR ART CENTER

Now just entering its second century Wheaton College at Norton, Massachusetts, the oldest institution in this country for "advanced female education," takes a radically progressive step in college architecture. Under the joint auspices of the Museum of Modern Art and the Architectural Forum, Wheaton has announced a competition to select an architect for a half-million-dollar art center. The competition is open to all architects in the United States. Because of their successful school buildings, four of the most important modern architectural firms in the country have been invited by the College to compete; all have accepted. These firms are:

Gropius and Breuer, Cambridge, Mass.
William Lescaze, New York, N. Y.
Lyndon and Smith, Detroit, Mich.
Richard J. Neutra, Los Angeles, Cal.

The competition has just opened and will close at midnight, May 24, 1938. It will be judged by jurors whose names will not be announced until the first day of judging, June 2, 1938. The commission will be awarded to the winner. In addition, there will be cash prizes: first award \$400; two awards of \$100 each; eight awards of \$50 each. All prize payments will be made within ten days following the jury's award.

Architects desiring to compete must register by mail with:

Professional Adviser
The Architectural Forum
135 East 42 Street
New York City.

The College began its history 104 years ago, in 1834, as Wheaton Female Seminary when it was established by Judge Laban Wheaton as a memorial to his only daughter; it opened for students in 1835. The redoubtable Mary Lyon, later to become president of Mt. Holyoke, directed Wheaton in its first two years, and the engaging Early Victorian building in which she met her classes still ornaments the college grounds. The other campus buildings are chiefly the usual Colonial-Georgian, of red brick with white trim. The new art center will be erected on a pleasantly wooded part of

the College grounds separated from the present group of buildings by a pond. It is felt that the art center should express contemporary ideas in its architecture, as well as in its teaching, and yet blend harmoniously with the older buildings.

The College has never had any endowment except its original one from the Wheaton family, chiefly in land which has been converted into a revenue-bearing fund of one million dollars. This sum, the two-hundred acre college grounds, and the forty-one buildings on the campus represent Wheaton's present resources.

Wheaton traditions and its liberal and progressive attitude toward the arts have for generations appealed to young women who come from typical American families of the East and Middle West. Set against the college background of sturdy, rural New England, the present student generation at Wheaton is modernly sophisticated and vitally interested in the affairs of the world. Boston is near enough to allow occasional advantages of a large city but it is too far away to influence the lively and self-sufficient community life of Wheaton itself.

At present, in spite of inadequate facilities, the cultural arts are pursued with serious intent and great enthusiasm. The departments of Drama, Dance, Art, and Music--the latter two founded at Wheaton generations ago--literally have not the room to accommodate the students that crowd their courses. The new art center is needed to house the cultural arts and provide room for their development to the high point already foreshadowed by their establishment and continued growth at Wheaton College.

Enrollment in the College is limited to five hundred. The present student body represents twenty-four states, the District of Columbia, and four foreign countries. There are no secret societies or sectarian groups in the College. From 1912 to 1937 Wheaton College has had 1,556 graduates from the following states:

622 from MASSACHUSETTS	22 from VERMONT
206 from NEW YORK	17 from DISTRICT OF COLUMBIA
102 from CONNECTICUT	15 from ILLINOIS
84 from NEW JERSEY	14 from MICHIGAN
71 from MAINE	11 from FLORIDA
70 from PENNSYLVANIA	11 from VIRGINIA
59 from RHODE ISLAND	10 from INDIANA
56 from NEW HAMPSHIRE	9 from WISCONSIN
33 from CALIFORNIA	8 from MARYLAND
27 from OHIO	6 from DELAWARE

and several each from KENTUCKY, MINNESOTA, MISSOURI, TEXAS, WEST VIRGINIA and NORTH CAROLINA; with 29 students from United States possessions and foreign countries.