

20  
92136-20  
**THE MUSEUM OF MODERN ART**  
11 WEST 53RD STREET, NEW YORK

TELEPHONE: CIRCLE 7-7470

FOR IMMEDIATE RELEASE

The Museum of Modern Art, 11 West 53 Street, announces that with the opening of the Vincent van Gogh Exhibition at the Chicago Art Institute August 26 the exhibition will have been seen by 637,344 people to date in its tour of this country. The exhibition opened at the Museum of Modern Art in New York November 5, 1935, and had been seen by 123,339 people when it closed there January 5, 1936. It was exhibited for a period of approximately a month in each of the following places, with record breaking attendance figures:

Philadelphia	45,569
Boston	100,376
Cleveland	78,500
San Francisco	227,540
Kansas City	27,900
Minneapolis	34,120

Up to the present time San Francisco's record has exceeded all others. This may be a tribute not only to the art-loving public centered around the Golden Gate, but also to California's justly famous weather. The exhibition was shown in Philadelphia during the month of the most bitter cold experienced in the East last winter; and the attendance figures undoubtedly reflect the weather's deterrent effect on art lovers. A similar situation--though at the other end of the thermometer--affected the attendance figures of the Minneapolis Institute of Arts, where the exhibition was shown from July 20 to August 17.

When the Vincent van Gogh Exhibition closes in Chicago September 23 it will go to the Detroit Institute of Arts, then to the Art Gallery of Toronto. It will then be shipped back to the Museum of Modern Art where it will be packed for its return to Holland, the permanent home of most of the paintings in the exhibition.

The Museum of Modern Art has received more than fifty requests from all over the country for the loan of the vanGogh Exhibition. It was originally borrowed from its foreign owners for a period of six months and the loan was extended for an additional six months which end in December 1936. No further extension can be made although requests are still coming into the Museum.