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

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FOR IMMEDIATE RELEASE

RECORD-BREAKING ATTENDANCE AT NEW HOME
OF MUSEUM OF MODERN ART

Visitors at the rate of nearly 1,800 a day--to be exact 1,760 3/4 persons--have been streaming into the new two-million-dollar glass-walled building of the Museum of Modern Art at 11 West 53 Street. The features, unusual to a museum, which particularly appeal to them are:

Air-cooled galleries
Outdoor sculpture garden
Daily motion picture programs

Air-Cooled Galleries

Few museums have air-cooled galleries. This is one of the features which has attracted summer visitors in large numbers to the Museum of Modern Art. The Museum's current exhibition, Art in Our Time, is composed of more than 300 modern paintings, watercolors and sculpture. Painters represented include Whistler, Homer, Burchfield, Benton, Blume, Marin, Sheeler, Renoir, Cezanne, Picasso, Matisse, van Gogh, Gauguin, Seurat, Dali and many other outstanding American and European artists.

In addition to painting and sculpture are sections on architecture, industrial design, photography and motion pictures.

Outdoor Sculpture Garden

About thirty of the larger pieces of sculpture in the exhibition are shown in the sculpture garden at the rear of the Museum. These include modern masterpieces by Lachaise, Zorach, Lehmbruck, Maillol and others. The garden, nearly an acre in extent, was until recently the site of the homes of John D. Rockefeller, Sr. and Jr. It is carpeted in gray and yellow pebbles rolled into the ground in large abstract designs. The sculptures in bronze, stone, marble, metal etc. are placed at irregular intervals against backgrounds of oleanders, cactus plants, dogwood, birch trees, pines,

cypresses, yews and arborvitae. There are also background screens of plywood and saplings.

Visitors stroll about the grounds or seat themselves in the shade of trees or of the two natural wood shelters. During the summer refreshments will be served.

Historic Films Shown

No other museum in the world collects, preserves and presents the motion picture as one of the arts. For the past four years the Museum of Modern Art has had a special Film Library devoted to this youngest and most popular of all the arts. As part of its current exhibition, Art in Our Time, the Film Library is showing two film programs daily which all visitors to the Museum are privileged to attend. The films are shown in the Museum's handsome new air-cooled auditorium seating nearly 500. Each program, which goes on at four o'clock every day, including Sunday, is part of a cycle of seventy films arranged in thirty separate programs. These thirty programs, illustrating the development of the motion picture art from 1895 to the present day, are shown consecutively. The whole cycle is repeated every thirty days throughout the summer.

The cycle includes such films as "The Execution of Mary Queen of Scots," a sixty-second film, one of the earliest ever shown on a screen (1895); "The Great Train Robbery" (1903); "Queen Elizabeth," with Sarah Bernhardt (1912); "The New York Hat," with Mary Pickford and Lionel Barrymore (1912); "A Fool There Was," with Theda Bara (1914); and most famous of all motion pictures, "The Birth of a Nation," directed by D. W. Griffith in 1915. The programs carry on the history and art of the motion picture in "The Cabinet of Dr. Caligari"; "The Four Horsemen of the Apocalypse," in which Rudolph Valentino made his first great impression; "The Covered Wagon"; Douglas Fairbanks in "Robin Hood"; "Moana of the South Seas"; the first "Mickey Mouse" and the first "Silly Symphony"; an early gangster picture, "Little Caesar"; the first film in which Garbo spoke, "Anna Christie," and others. Also on the program are French, German and Swedish films.

Early Movies and Magic

In addition to the regular film programs at four o'clock the Museum is showing daily at two-forty-five a unique program of five amusingly fantastic films made between the years 1899 and 1912 by Georges Méliès, a French pioneer of the movies who was originally a magician. These films have a Jules Verne quality and are the first important examples of extended narrative in the films and of the use of trick motion-picture photography. Méliès was the first of the film pioneers to use the unlimited trick possibilities afforded by movie cameras. The titles of the Méliès films which the Museum of Modern Art is showing daily at two forty-five P.M. give some idea of the diverting and imaginative quality of the films themselves:

"The Conjuror." Made in 1899.

"A Trip to the Moon." Made in 1902.

"The Palace of the Arabian Nights."
Made in 1905.

"The Doctor's Secret." Made in 1908.

"The Conquest of the Pole." Made in 1912.

The Museum's current exhibition of Art in Our Time is open to the public from ten in the morning until six in the evening and on Sundays from twelve until six P.M. The Museum will also be open on July 4th and Labor Day from twelve until six P.M. The exhibition Art in Our Time will close October 1.

In dedicating the new building of the Museum of Modern Art on May 10 President Franklin D. Roosevelt said in a broadcast from the White House:

"In encouraging the creation and enjoyment of beautiful things we are furthering democracy itself. That is why this Museum is a citadel of civilization."

In reviewing the Museum's current exhibition, Art in Our Time, the NEW YORK EVENING SUN stated:

"New York now has the opportunity to study the finest and most complete exposition of the 'modern idea' that has yet been put together anywhere in the world."

John Chapman of the NEW YORK DAILY NEWS says:

"Nothing at the World's Fair is any more modern and handsome than the new Museum of Modern Art building--which contains the most comfortable small movie theatre in town."