

THE MUSEUM OF MODERN ART

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FOR FURTHER INFORMATION CONTACT
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CHRISTMAS GIFT SUGGESTIONS FROM THE MUSEUM OF MODERN ART

An unusual Christmas gift that can be enjoyed all year long by the entire family is a membership in the Museum of Modern Art. Your favorite niece or uncle, your business associates, can enjoy your gift not only in the Museum galleries on 11 West 53 Street, where an annual offering of more than 25 new exhibitions and special events are free to members, but at home as well with a library of Museum reproductions and publications. In these and many other membership privileges your friends will find varied and stimulating experiences that far exceed the original cost of your gift.

Membership for families living in New York City and the surrounding suburbs costs as little as \$15 and both husband and wife and their children under 16 years of age receive free admission to the Museum's galleries and to the films shown twice a day in the Museum's auditorium. Movies starring such old-time favorites as Charlie Chaplin, Greta Garbo, Fred Astaire and Ginger Rogers and the Gish sisters as well as memorable documentary and recent experimental films are included in the Museum's collection of films of historical interest.

On the Museum's sixth floor buffet luncheon and tea are served to members in an attractive penthouse lounge overlooking Rockefeller Center and the Museum's famous sculpture garden. On the fourth floor, the Abby Aldrich Rockefeller Print Room, containing more than 4000 woodcuts, etchings and lithographs, and the facilities of an excellent library devoted exclusively to art are also open to members of the Museum. In addition, members are invited to preview four major exhibitions each year and are offered discount tickets on a variety of special evening events such as symposia and discussion groups, film previews and recitals. This year's membership will receive special invitations to important exhibitions of Latin American architecture and American painting and sculpture. A monthly calendar of events sent to all members keeps them informed of current and future exhibitions, gallery lectures, daily film showings, special events and new publications.

Besides all these privileges to be enjoyed within the Museum's six story building a membership offers an excellent opportunity to supplement or start a library of good art books. Many who cannot visit the galleries on West 53 Street as often as they wish join the Museum in order to receive the new publications, from two to eight of which, depending on the classification of membership, are sent free each year to members. Museum of Modern Art publications are known for their comprehensive, readable texts and high quality reproductions. Such outstanding books as MASTERS OF

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MODERN ART, by Alfred H. Barr, Jr., SCULPTURE OF THE TWENTIETH CENTURY, by Andrew Carnduff Ritchie, ANCIENT ARTS OF THE ANDES, by Rene d'Harnoncourt and BUILT IN USA: POSTWAR ARCHITECTURE, by Henry-Russell Hitchcock and Arthur Drexler have in past years been given free to Museum members. In addition members receive Museum of Modern Art quarterly Bulletins on subjects ranging from reports on various department activities, such as circulating exhibitions in this country and abroad or the acquisition of new works of art, to illustrated monographs on important aspects of modern art, such as the De Stijl movement, a Museum exhibition, or the work of a particular artist of note, such as Jacques Villon: Generous 25 per cent discounts on all of the Museum's current list of 60 distinguished books as well as on other publications, such as reproductions of paintings and sculptures in the Museum's collections and Christmas cards, and yearly subscriptions at reduced rates to two leading art magazines, ART NEWS and ARTS are also available to Museum members.

One of the most popular membership privileges in recent years has been the opportunity to borrow original works of art from the Museum's Art Lending Service, which has a collection of almost 600 paintings, drawings, watercolors, prints and small sculptures. These may be rented by members for a nominal fee and enjoyed in the leisure of one's own home for 2 or 3 month periods. All works of art in the Art Lending Service are for sale and rental fees are deductible from the purchase price. During the past four years that the Service has been operating more than 700 members have enjoyed this unusual privilege, some of them renting for their homes, others for their offices and still others for gifts for friends.

Members may also purchase original works of art from the Museum's series of NEW TALENT exhibitions. Hung in the Member's Penthouse lounge, these small and informal exhibitions show the work of artists who are not well known in this part of the country and who, in the Museum's opinion, merit the attention of the Museum's membership and the New York public.

For children the Museum offers each year a number of exhibitions and events of special interest, such as displays of work done in childrens' classes at the Museum's art school and special film programs for young people. One of the favorite children's events is the HOLIDAY CARNIVAL, held every year at Christmas time. Here children, aged 4 to 8, come to a specially equipped and decorated gallery work shop to make "feeling" and "space" pictures, paint and play with new toys designed to introduce them to color, pattern and texture. Such events as these, including advance notice registration in classes for adults and young people at the Museum's famous art school are regularly listed in the monthly Members calendar.

Of the Museum's total membership of nearly 22,000 people from every state in the country as well as from abroad, almost 9500 live in New York City. Every year well over a thousand people give Museum of Modern Art membership gifts and in the past year alone the Museum's ever-growing group of friends has increased by nearly 20 per cent.