

# THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

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*Suburban press.*

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## MEMBERSHIP IN THE MUSEUM OF MODERN ART SUGGESTED AS LAST-MINUTE CHRISTMAS GIFT

A unique Christmas gift which will last throughout the year, a family membership in the Museum of Modern Art may be ordered by mail addressed to the Museum at 11 West 53 Street, New York City. For friends who want to keep abreast of the creative achievements of our time, a single suburban membership for \$18 will give a year's unlimited admissions and a variety of privileges to a husband, wife and children under 16. Gift memberships are announced by a handsome Christmas card sent by the Museum, a winter scene of its Sculpture Garden.

Suburban members may use their free admission cards to the Museum galleries and to the films shown twice daily in the Museum auditorium. Exhibitions planned for 1958 include paintings by Seurat and Juan Gris; prints by Braque, Miro and Morandi; a survey of the buildings of the Spanish architect Antoni Gaudi; and a special showing of the Museum's outstanding Design Collection. 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 work of historical interest. "Past and Present: A Selection of German Films, 1896 - 1957" is the current program. Film cycles of the work of Fred Zinneman, Paul Rotha and Marlene Dietrich are among those to be shown in 1958.

Members who live within 50 miles of New York City receive four free books during the year and can build an excellent art library. Issued in connection with major exhibitions, Museum publications are known for their comprehensive, readable texts and high quality reproductions. Among the books sent members recently were German Art of the 20th Century, which retails nationally for \$9.50, and a lavishly illustrated catalog of the Picasso 75th Anniversary Exhibition held at the Museum.

Mail order service makes it possible for suburban members to take advantage of one of the most attractive membership privileges, the generous 25 per cent discount on all Museum publications for personal use or gifts. The Museum, which publishes more art books than any concern in the country, now has 94 titles in stock on painting, sculpture, industrial design, photography and films. The 25 per cent discount

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is also applicable to a large assortment of color reproductions of paintings and prints and reproductions of sculpture, all from the Museum Collection; and on Christmas cards when purchased in quantities of \$3 or more. Illustrated brochures describing publications, reproductions and Christmas cards are available on request.

In addition, members are sent a bi-monthly calendar of events to keep them informed of frequently changing Museum events: current and future exhibitions, gallery lectures, daily film showings, special evenings and new publications. Bulletins, issued quarterly, range from reports on various departmental activities to acquisitions of new works of art to illustrated monographs on important aspects of modern art or contemporary artists. Recent examples are bulletins on the Chilean artist Matta and the American sculptor David Smith.

Luncheon and tea are served exclusively to members in the Museum's sixth floor penthouse, a popular mid-town meeting place. 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 are also open to Museum members. In addition, members are invited to special preview openings of four major exhibitions each year and are offered discount tickets on a variety of special evening events such as symposia, discussion groups and film previews.

A membership privilege received enthusiastically 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 more than 500 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 or office 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 year there were almost 600 rentals of works by 400 artists.

Of the Museum of Modern Art's total membership of 26,000 people from every state in the country as well as from abroad, about 11,000 live outside New York City. Last year alone, while the Museum's ever-growing group of friends increased by 10 per cent, 1,500 memberships were given as gifts.

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| <u>Museum annual membership rates:</u> | Associate     | \$50 | Suburban     | \$18 |
|  | Participating | \$25 | Non-Resident | \$15 |
|  | Resident      | \$18 |              |      |

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For further information contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York. Circle 5-8900.