

THE MUSEUM OF MODERN ART

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

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FOR RELEASE:

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The Transformation of Park Avenue, the first of five public forums presented by the Architectural League of New York and the Museum of Modern Art, will be held this evening (Thursday, Nov. 16) at 8:30 p.m. in the Museum auditorium, 11 West 53 Street. Speakers are James Felt, Chairman, City Planning Commission, City of New York; Richard Roth, AIA, architect; Vincent Scully, Jr., art historian; and, as moderator, Peter Blake, Managing Editor of "Architectural Forum." The Thursday evening series, "The Building Boom: Architecture in Decline," will continue December 7 with How Money Designs the City; Feb. 8, The Laws of the Asphalt Jungle; March 15, The Present Without Past or Future; and April 19, The Ideal City. Speakers will be announced.

Series tickets, available at the Museum of Modern Art, 11 West 53 Street, or at the Architectural League, 115 East 40 Street, are \$10 for Museum and League members, \$13.50 for non-members. Single programs are \$2.50 for Museum and League members, \$3.00 for non-members. Tickets include admission to the Museum and galleries, open Thursday evenings until 10 p.m. Dinner and refreshments are available.

According to Museum and League spokesmen, the possibility of architecture as an art is now more than ever determined by the interaction of economics, politics and law. The present architectural transformation of our cities is not guided by aesthetic and sociological considerations: it is rather the product of uncontrolled speculative building.

In this situation modern architecture as an art must be examined against the practices which threaten its destruction. If our cities are to remain inhabitable the art of architecture must prevail, and it is with a sense of great urgency that this series of discussions is convened.

For additional information contact Herbert Bronstein, Associate Publicity Director, Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. CI 5-8900.