

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

No. 132

Friday, November 23, 1962

TO: CITY DESKS
PHOTO ASSIGNMENT EDITORS

Governor Nelson A. Rockefeller will be the main speaker at ground-breaking ceremonies for the Museum of Modern Art's new wing on Sunday, November 25. The ceremonies will be telecast live as a CBS Special Event from 4:45 to 5:00 p.m.

The actual spade work will take place at the site of the Museum's new Garden Wing on West 54 Street between Canada House and the Museum's Sculpture Garden. Governor Rockefeller will be joined by William A. M. Burden, Chairman of the Museum's Board of Trustees, August Heckscher, Consultant on the Arts for the White House, René d'Harnoncourt, Director of the Museum, and Alfred H. Barr, Jr., Director of Museum Collections.

The telecast will be continued from the Museum main lobby where the well-known architect Philip C. Johnson will discuss the 14 foot model of the enlarged garden and two additions which he has designed for the Museum. He will be joined by the Governor in the closing minutes of the program.

The only live audience will be staff members, trustees and members of the Museum's 30th Anniversary Committee. The Committee was formed in 1959 to raise \$25,000,000 for endowment, program and new buildings. Museum members in the metropolitan area have been invited to attend via their television screen.

As the Museum is open to the public on Sunday, part of the lobby will be roped off for the cameras and the participants in the second part of the program. A reception in the Museum Penthouse for trustees, members of the fund raising committee and staff will follow the ceremonies at 5:00 p.m.

The Museum expects to open two new additions, a garden wing and a new building on West 53 Street in the spring of 1964 at the time of the New York World's Fair. Another wing, west of the main building, will be started soon as possible after that.

NOTE: Reporters and photographers wishing to cover the telecast can use the garden entrance on West 54 Street, near Fifth Avenue.

For additional information please call Elizabeth Shaw, Director of Publicity, Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. Circle 5-8900.

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TELEPHONE: CIRCLE 5-8900

Sunday, November 25, 1962

CBS will present a live telecast of ground-breaking ceremonies for the Museum's new wing from 4:45 to 5:00 p.m. this afternoon. The ceremony will take place in the main lobby and in the far end of the garden.

Participants are: Governor Nelson A. Rockefeller

August Heckscher, Special Consultant to the President

William A. M. Burden, Chairman of the Board, Museum of Modern Art

Philip C. Johnson, Architect of the new additions.

We will have to close the Penthouse at 4:00 p.m. for the day and the Garden from 4:00 to 5:00 p.m. We will also have to control traffic in the Lobby during that time and hope you will not be inconvenienced.

The Auditorium program will take place at 3:00 and 5:30 p.m. as usual. All galleries will remain open although access to the first floor galleries will be limited from 4:30 to 5:00 p.m. Elevators will not stop at the first floor from 4:40 to 5:00 p.m. Please use the stairs during that period.

(Distributed at Information Desk to Public)