

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

TELEPHONE: CIRCLE 7-7470

FOR IMMEDIATE RELEASE

On Wednesday, January 20, the Museum of Modern Art, 11 West 53 Street, will open to the public two exhibitions which will remain on view through Monday, February 1. These will be an Exhibition of Rugs Designed by American Artists for the Crawford Shops of the A.I.C.B. and a final showing in this country of the major portion of the Vincent van Gogh Exhibition which was seen at the Museum in November and December, 1935.

All the paintings and drawings from the Kroeller-Mueller Foundation which were shown in the original exhibition will be included, in addition to several masterpieces from New York collections and two important van Gogh oils from Holland that are new to New York. One of these, On the Threshold of Eternity, was lent by the Kroeller-Mueller Foundation last September. Until then the painting had never been seen in this country, although a preliminary charcoal sketch for it was included in the exhibition.

The other additional painting has never been shown in this country. Painted in June 1889, it is a fine landscape of van Gogh's Saint-Remy period entitled Starry Night, from the collection of Miss G. P. van Stolk, Rotterdam.

To raise money for a purchase fund for the Museum, an admission fee will be charged every day during the exhibition except Mondays, when the Museum will be open free to the public from ten a.m. to ten p.m. On Tuesday the admission will be one dollar. On Wednesday, Thursday, Friday, Saturday and Sunday the admission will be twenty-five cents. The Museum's regular hours will be maintained--from ten a.m. to six p.m. weekdays including Saturdays and from two to six p.m. Sundays--except on the two Mondays of the exhibition, when the Museum will be open free from ten in the morning until ten in the evening. Members of the Museum are admitted free at all times.

With the close of the exhibition, the van Gogh paintings and drawings will be packed for shipment back to the Kroeller-Mueller Foundation, Wassenaar, Holland. As the Collection is now held by the Foundation for the people of The Netherlands, it is unlikely that paintings from it in any such number as are included in the exhibition will ever again leave Holland. Within a few hours the Collection

will be housed in a new Museum in the National Park at Hoge Veluwe in Eastern Holland.

Since November 5, 1935, when it opened at the Museum of Modern Art in New York, the van Gogh Exhibition has been seen in Philadelphia, Boston, Cleveland, San Francisco, Kansas City, Minneapolis, Chicago, Detroit and Toronto, Canada, by a total of 878,719 persons.

The Exhibition of Rugs Designed by American Artists, which will be shown simultaneously with the van Gogh Exhibition, will include rugs designed by eleven artists: Florence Decker, Donald Desky, Ernest Fiene, Hilaire Hiler, Morris Kantor, Yasuo Kuniyoshi, Henry Varnum Poor, Ruth Reeves, Gilbert Rohde, Walter Teague and Marguerite Zorach. They have been hand-woven by the Crawford Shops, which is under the auspices of the Association for Improving the Condition of the Poor. ✓

Each design will be limited to an edition of ten rugs. The Museum will exhibit the first rug made from each design and several of the original designs. The idea of having rugs made by the Crawford Shops from designs submitted by well-known artists originated with Mrs. Barklie McKee Henry, daughter of Mrs. Gertrude Vanderbilt Whitney and Chairman of the Rug Shop of the A.I.C.P.

The A.I.C.P. is in its ninety-fourth year of service in improving conditions for the disabled and the needy. It established the Crawford Shops as a means of providing saleable work for persons unable because of age, disability or lack of previous training to obtain work elsewhere. The Crawford Rug Shop was organized several years ago and for the past three years has specialized in the development of rugs of modern design. The Director of the Rug Shop is Miss Florence Decker who was for many years designer and decorator with the Herter Looms. Mr. Edward Curley, also formerly associated with the same firm, is in charge of the dye works of the Shop. Upon Miss Decker devolves the task, in addition to directing all the activities of the Rug Shop, of training the unskilled workers into able craftswomen. Mr. Curley is responsible for dyeing the materials the exact shades required by modern design.

The Crawford Shops Committee of the A.I.C.P. is composed of Mrs. Cornelius N. Bliss, Chairman, Mrs. Barklie McKee Henry, Mrs. Blake Lawrence, Mrs. John H. Prentice, and Miss Ollie A. Randall. Miss Frances Forbush is Director of the Crawford Shops.