

The Museum of Modern Art

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11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

On July 1 The Museum of Modern Art will increase its admission fees to \$1.25 for adults and 50 cents for children under 16, Mrs. Bliss Parkinson, President, announced today. Visitors in groups of 10 or more who make an appointment in advance will be admitted for 75 cents each. New York City public school students in groups will continue to be admitted free of charge. There will be no increase in membership dues at this time.

The increase, the first since 1961 when the admission was raised from 95 cents to \$1 and the first significant increase since 1959, is made necessary by higher operating expenses, Mrs. Parkinson said. These costs have more than offset income from the record-breaking attendance and membership since the Museum opened its expanded galleries two years ago. The annual operating budget is now \$4,300,000 as compared with \$2,000,000 in 1959.

The Museum of Modern Art receives no subsidy from the city, state or federal government. It is open every day of the year except Christmas. The galleries are open more than 50 hours a week, including Thursday evenings until 10 p.m. in the summer, 9 p.m. throughout the rest of the year.

In the past five years, Mrs. Parkinson said, the Museum has doubled its exhibition space. When the recently acquired Whitney Museum building on West 54 Street is occupied in 1966-67, the areas for research facilities and study storage will be tripled.

In addition to building maintenance, air-conditioning, humidity controls and security costs, which have increased proportionately as the building complex has grown and as the cost of living has risen, expenses have also risen because the Museum has expanded its services to the public.

More film showings have been added to the daily schedule of screenings and the number of large loan exhibitions presented each year has doubled. In addition, the Museum now keeps on permanent exhibition a selection of about 1,200 works of art from its own collections of paintings and sculpture, drawings and prints, architecture and design, and photography.

Additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, N.Y.C. 10019. CI. 5-8900.