

The Museum of Modern Art

January 20, 1967

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

TO: CITY DESK, ASSIGNMENT EDITOR

FROM: ELIZABETH SHAW, DIRECTOR OF PUBLIC INFORMATION

At noon on Monday, January 23, Mayor Lindsay will open an exhibition The New City: Architecture and Urban Renewal at The Museum of Modern Art, co-sponsored by the City of New York as a public service. Mayor Lindsay and about 100 invited guests -- city, state and federal officials and community leaders -- will preview the show from noon to 12:30 p.m.

Lunch will be served in the Founders' Room of the Museum at 12:30 p.m. René d'Harnoncourt, Director of the Museum, will introduce Arthur Drexler, Director of the show and of the Museum's Department of Architecture and Design, who will thank the members of the architectural teams associated with Columbia, Princeton, Cornell and M.I.T., who designed the demonstration projects.

David Rockefeller, Chairman of the Board of the Museum, will introduce the Mayor who will be the only speaker. The text of the Mayor's speech will be available at noon at the Museum.

Among the New York City officials attending will be: Thomas P. Hoving, Administrator of Recreation and Cultural Affairs; Donald Elliott, Chairman of the City Planning Commission; Samuel Ratensky, Vice-Chairman, Housing and Redevelopment Board; Ira Robbins, Vice-Chairman, New York City Housing Authority; and George Gregory, Commissioner, Department of Personnel - City Civil Service Commission.

State officials include James Gaynor, Commissioner, Division of Housing and Renewal; and Wyatt Tee Walker, Special Assistant to the Governor on Urban Affairs. Federal officials include U.S. Senator Jacob K. Javits and Charles Harr, Assistant Secretary, Department of Housing and Urban Development.

Representatives of civic organizations include: C. McKim Norton, President, Regional Planning Association; Thomas V. Sinclair, Jr., Chairman, Community Planning Board No. 10; Andrew Tyler, Chairman of the Board, Haryou; and Alice Kornegay, Community Association, East Harlem Triangle.

A full release on the exhibition is enclosed. Photographs are available as well as additional background material. Reporters and photographers are welcome. There will be a press table at lunch for those covering the Mayor's speech. If you have any questions, please do not hesitate to call me at Circle 5-8900.

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January 20, 1967

TO: NEW YORK RADIO STATIONS

FROM: ELIZABETH SHAW, DIRECTOR, DEPARTMENT OF PUBLIC INFORMATION, CIRCLE 5-8900,
EXT. 201

Mayor Lindsay will open The New City: Architecture and Urban Renewal, an exhibition of models, drawings and plans, at noon on Monday, January 23, at The Museum of Modern Art, 11 West 53 Street. Invited guests include about 100 city, state and federal officials and community leaders.

Mayor Lindsay and the guests can be interviewed in the exhibition on the Museum's ground floor from noon until 12:30 p.m.

From 12:30 until 2:30 p.m. the guests will have lunch in the Founders' Room on the 6th floor. Mayor Lindsay will speak. His text will be available at noon. Facilities for taping at the lunch are limited but arrangements can be made in advance if you are interested.

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

January 20, 1967

TO: PHOTO ASSIGNMENT EDITORS

FROM: ELIZABETH SHAW, DIRECTOR, DEPARTMENT OF PUBLIC INFORMATION, CIRCLE 5-8900,
EXT. 201

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Mayor Lindsay and the guests can be photographed and interviewed in the exhibition on the Museum's ground floor from noon until 12:30 p.m.

From 12:30 until 2:30 p.m. the guests will have lunch in the Founders' Room on the 6th floor. Mayor Lindsay will speak. His text will be available at noon. Facilities for photographing at the lunch are limited but arrangements can be made if you are interested in photographing his speech.

For the convenience of photographers, the exhibition will be open beginning at 10 a.m. Monday so that shots of the show can be taken unobstructed, lights set up, etc. Please use the main entrance at 11 West 53 Street.

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