

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

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Remarks by Mayor Abraham D. Beame
At a Reception at The Museum of Modern Art
11 West 53rd Street, Manhattan
Wednesday, October 13, 1976, 5:00 P.M.

Bill Paley, Blanchette Rockefeller, Richard Oldenburg, Marty Segal,
Roy and Niuta Titus, friends of The Museum of Modern Art:

This is, indeed, a most generous gift from two great New Yorkers,
and it's significance cannot be underestimated.

We live in a period when there is a severe shortage of government funds,
and it's really hard to win general public sympathy for the expenditure of public
funds for cultural activities at a time when police, fire, sanitation, health,
education and social services are reduced.

However, I continually acknowledge the extraordinary importance which
our cultural institutions have in our great City.

Millions of visitors come here every year precisely because we are
the cultural capital of the world. The richness of our cultural life is
unparalleled anywhere else.

While a painting or a symphony or a sculpture or a play is admired for its
own intrinsic value, it's economic side effects are enormous, and we cannot be
in a position of ignoring the financial benefits which our cultural institutions
provide for the City.

In effect, culture in New York City is good business, and it's good
government. When people come to The Roy and Niuta Titus Auditorium of
The Museum of Modern Art, or when they visit any other museum or attend
a concert, they are improving our private economy, and if our private
economy improves, then our public revenues increase.

(more)

So, there is a great public stake in the well-being of our private cultural institutions.

And, it follows that in a time of government austerity, the need for private contributions to support our cultural showpieces becomes even more vital, in fact, crucial.

More than at other times, we need angels now, and Roy and Niuta Titus have stepped up today to help fill that need for The Museum of Modern Art.

Roy and Niuta have shown their enthusiasm for the Museum and their great love for the City of New York in a very tangible way.

We are privileged. We are pleased. We are grateful.

Your help, Roy and Niuta, will make The Museum of Modern Art an even greater institution than it is.

This will, in turn, make us a better City.

On behalf of all our citizens, thank you.