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PENTHOUSE EXHIBITION

Sponsored by the Art Lending Service of the Junior Council

The Art Lending Service was inaugurated in the fall of 1950 as a service to the members of the Museum of Modern Art. Its purpose is to encourage the appreciation and ownership of contemporary works of art by making them available to be enjoyed at home on a trial basis. Works may be rented for a two or three month period. The rental fee may be applied toward the purchase price.

Since its inception the program has been increasingly successful, and we are grateful to the more than 100 participating galleries whose generous cooperation enables us to present a wide cross section of contemporary art.

To supplement the regular operations of the Art Lending Service, the Penthouse Exhibitions include a few works beyond the size and price range normally available. As group shows they attempt to bring together a diverse selection of significant current work by contemporary artists.

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PENTHOUSE SHOW - January 7, 1955

Balcomb Greene - THE ARGUMENT

Ludins - GUTTENBURG

Dobkin - LOOKING FOR A PLAYMATE

Hultberg - WINTER

de Kooning - TWO WOMEN

Boardman - LANDSCAPE

Norman Lewis - HORIZON'S EDGE

Morris Graves - SPRING JARDINIÈRE

Matta - BE BORN OF WATER

Reginald Pollack - ORANGE TABLE

Replacements

Cloar - IDLE AFTERNOON (ludins)

Ryan - NO. 6, 1951 (graves)

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Ryan - NO. 6, 1951 (Graves)

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THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

THE ART LENDING SERVICE of the Museum of Modern Art, 21 West 53rd Street, New York 19

About the Art Lending Service.....

In 1951, the Junior Council of the Museum of Modern Art established the Art Lending Service so that you might live with contemporary pictures and sculpture in your own home. Since then, the Art Lending Service has rented more than 2000 and sold nearly 300 original works of art.

This first part of the questionnaire is designed to find out if there are ways in which the lending program can be made of more service to you.

1. Can you recall how you first became aware of the Art Lending Service?

Newspaper or magazine story _____ Through friends _____
 Radio or television mention _____ Your own discovery _____
 Museum of Modern Art announcements _____

2. At present, borrowers must return each work of art after two (or three) months. Would you prefer to have the borrowing period lengthened?
 Yes _____ No _____ If so, how long? _____

3. Borrowers must currently provide their own transportation in getting pictures home and back to the Museum. Would you consider it worth an additional fee of \$2 to \$3 for a delivery and pick-up service?

Think delivery service a good idea _____ Don't mind carrying them _____

4. Do you have any comments on the Art Lending Service collection? _____

5. Would you like to see more of any particular medium?

Prints _____ Paintings _____ Watercolors _____ Drawings _____ Sculpture _____

6. Is there any particular price range (sale price) you'd like to see more widely represented?

25-50 _____ 51-100 _____ 101-250 _____ 251-500 _____ 501-750 _____ Over 750 _____

About the Galleries.....

Without the cooperation of New York's galleries there would be no Art Lending Service. The works of art that go into the lending service come from them and are chosen by a Museum committee.

In this section we'd like to learn a little about the role that galleries and museums play in your life.

7. Do you visit galleries often _____? infrequently _____?

8. Since borrowing from the Art Lending Service, have you been attending shows at galleries more often _____? about the same as before _____?
 less frequently _____?

9. Do you have any galleries you visit regularly? If so, which _____

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10. How many of the following recent exhibitions at the Museum of Modern Art have you been able to see?

<input type="checkbox"/> THE FAMILY OF MAN	<input type="checkbox"/> PAINTINGS FROM PRIVATE COLLECTIONS
<input type="checkbox"/> BUILT IN LATIN AMERICA	<input type="checkbox"/> YOUNG AMERICAN PRINTMAKERS
<input type="checkbox"/> JAPANESE EXHIBITION HOUSE	<input type="checkbox"/> TOULOUSE-LAUTREC
<input type="checkbox"/> TEXTILES AND ORNAMENTAL	<input type="checkbox"/> TANGUY - DE CHIRICO
<input type="checkbox"/> ART OF INDIA	

11. Have you purchased any works of art in any of the following categories? (We'd appreciate the names of the artists, if you'd care to mention them)

Paintings _____
 Original prints _____
 Drawings _____
 Watercolors _____
 Sculpture _____
 Collage _____ Other _____

12. For the most part, where did you buy these?

At auction (name) _____
 From galleries (name) _____
 From the artist directly _____ From personal friends _____
 Other _____

Strictly Personal.....

This section is entirely up to you. For purposes of knowing more about our borrowers, however, we'd appreciate whatever information you're willing to part with.

13. What age bracket would you place yourself in?

Under 21 ___ 21-35 ___ 36-50 ___ 51-65 ___ 65 plus ___

14. Which of the following professional fields most closely describes what you do?

a) Accounting, auditing	j) Education	s) Publishing,
b) Advertising	k) Education Administration	Journalism
c) Architecture	l) Government	t) Radio, TV
d) Banking, brokerage	m) Housewife	u) Real Estate
e) Commerce	n) Insurance	v) Research
f) Construction	o) Law, Judiciary	w) Retired
g) Creative Arts	p) Manufacturing	x) Social Sciences
h) Engineering	q) Medicine	(public health etc)
i) Entertainment	r) Ministry	y) Student
		z) Other

15. How many children are there in your home? _____ Adults? _____

16. Do you live in the country or the city? _____

Comments.....