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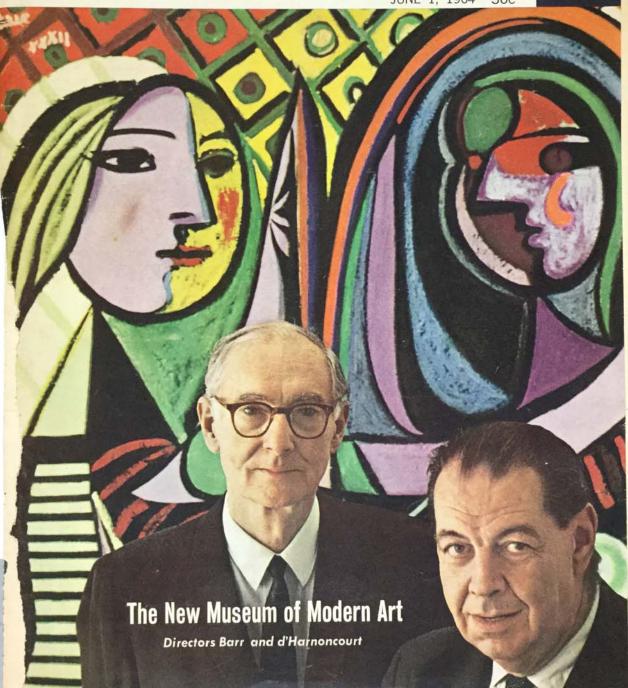
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# Newsweek

JUNE 1, 1964 30c



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#### Newsweek

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Newsweek, Inc.

#### TOP OF THE WEEK

#### SOUTHEAST ASIA: WHAT IS THE LBJ STAND? PAGE 15

It was the gravest foreign crisis the Johnson Administration has faced, and the President reacted quickly. With the military situation in Laos and Vietnam steadily worsening (page 28), the U.S. makes clear it will do all that is necessary to defend its stake in the area. But the question remains: what can be done?

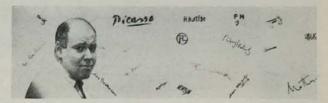
#### 'WELCOME HOME YOU LIVING DOLL' PAGE 17

The Montgomery airport signs are extravagant for Alabama's George Corley Wallace who once again "won" last week while losing the Maryland primary. Newsweek's Philip Carter and Joseph B. Cumming Jr. report.

#### INFLATION IN EUROPE-UP, UP, UP PAGE 59

Top bankers from the U.S. and Europe meet in Vienna. The number one subject for discussion: rising inflation on the Continent. In SPOTLIGHT ON BUSINESS, using files from Newsweek's Kenneth Ames in Vienna and other staffers in European capitals, General Editor Lawrence S. Martz writes of the critical wage-price spiral abroad.

#### THE COVER PAGE 48



Posed against a wall of signatures of the men who made modern art is Jack Kroll, recently appointed a Newsweek Senior Editor. Before that, Kroll was the ART editor and long before that he was a schoolboy in New York City, where he first began to haunt the Museum of Modern Art. It was there, Kroll says, that he discovered Picasso and Keaton, Le Corbusier and Garbo, Brancusi and Steichen. "And that," he adds, "is what a museum of modern art should be all about." This week, the Museum of Modern Art reopens after being closed for almost six months. Enlarged and refurbished to set off its extraordinary collections to the best advantage, the museum still remains, as Alfred H. Barr Ir., its director of collections, puts it, a "torpedo moving through time, its head the ever advancing present, its tail the ever receding past of 50 to 100 years ago." With the assistance of researcher Anny Olbert, Jack Kroll writes the story of this unique American institution. (Newsweek cover photo by Burt Glinn-Magnum.)

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ART

Giacometti's 'Pointing Man' at MOMA

# THINKING OF TODAY ... AND ETERNAL THINGS

n one of the offices of New York's Museum of Modern Art last week a serious, bespectacled young man bent over a drawing board, concentrating hard with pencil, protractor, and T-square. At one point he looked up and said: "Does anyone know if she's nearsighted?" He was figuring the exact height and angle for the lectern which Mrs. Lyndon B. Johnson was going to use to read her statement at the gala opening inaugurating the latest phase in the life of the most important institution of its kind in the world. The Museum of Modern Art has been called many things -not all of them, in the vortex of controversy which constantly centers on it, nice things-but the most appropriate statement ever made about this unique, exciting, and exasperating colossus on 53rd Street is that it is the museum of the future-"an educational institution in a treasure house."

The educators at the museum were trying to decide last week which of their treasures would be the most suitable photographic backdrop for Lady Bird Johnson. "Something with a loaf of bread," one suggested, "to stand for the President's campaign against poverty." Although this was the usual humor dredged up by the pressing needs of protocol, it epitomized the living interest that the leaders of this country have always taken in the concept and fortunes of the Museum of Modern Art.

Intensity: In 1954, on the occasion of the museum's 25th anniversary, President Eisenhower, by no means a man of the avant-garde (he once said, confronting a Léger at the U.N.: "To be modern, you don't have to be nuts"), made a statement about the need for artists to be "at liberty to feel with high personal intensity." And, in 1939, when the solid but hip glass-and-marble building designed by Philip L. Goodwin and Edward Durell Stone opened, Franklin D. Roosevelt, in a nationwide broadcast (written, significantly, by the American philosopher Irwin Edman), called it "a living museum, not a collection of curios and interesting objects."

And this has been the point about the Museum of Modern Art-MOMA-from the moment of its inception to the present moment of its expanded, and still expanding, growth into the first

giant, mega-museum of modern culture. Like every deeply seated eventuality in that culture, from the writings of James Joyce to the shape of the Coca-Cola bottle, the museum has influenced the life styles, the very cultural metabolism, of even those who might not be aware of its existence.

Everything from the latest pop-art icon of Marilyn Monroe to the newest deep-dish chair, to the latest model catcher's mitt, to the echoing atavism of a giant water intake tunnel, finds its way into MOMA, not as isolated fragments put on display by professional fragment isolators, but as integral parts of a continuing organic process that is the life of every contemporary person as it finds expression in the bewildering variety of our time's visual manifestations.

Torpedo: "What is this, a three-ring circus?" a group of artists once demanded in one of the many historic yawps of rage that have marked the museum's history. If the term circus doesn't apply, neither does the term museum. "A museum," says artist Ben Shahn, "doesn't think of today, but of eternal things." But the Museum of Modern Art does think of today. Alfred H. Barr Jr., the 62-year-old blend of scholar and showman who is called the museum's director of collections but who really is its spirit made flesh, once defined the museum as a "torpedo moving through time, its head the ever-advancing present, its tail the ever-receding past of 50 to 100 years ago."

In its benignly devastating trajectory, the torpedo-museum has detonated more lively reaction than anything of its kind since the first mouseion, or sanctuary sacred to the Greek muses, was built millenniums ago. The Greeks had only nine muses, but the manifestations of the modern spirit are so vast that it could be said that only the Modern is today a true mouseion:

Like any great museum, the Modern is a great repository of painting and sculpture. What makes this collection unique is the concentrated time span-roughly three-quarters of a century, and the extreme, crucial metamorphosis in art that has taken place in this time. From the gallant and tragic attempts by Cézanne to classicize the new modern seusibility even as it was toppling into

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the acid vat of ego and anxiety, to the giant hair-combs and hamburgers of the pop artists who try to exorcise the one-dimensional demons of the affluent society, the museum with brilliant, foolhardy courage plays back the chaos of modern art.

■ The 4,000 items in the museum's department of architecture and design reflect every esthetically shaped object in an object-glutted culture, from the chromatically perfumed Freudianism of Tiffany lamps to the crystalline efficiency-beauty of electronic components.

beauty of electronic components.

■ More than 3,000 films make the first and greatest library of "the only major at peculiar to the twentieth century"—from the poignant simplicity of the Lumière brothers' silent camera catching workers leaving a factory in nineteenth-century twilight, to the languid icon of Carbo's face, to the sharp bitterness of the young Polish existentialists.

■ More than 7,000 photographic prints cram the department of photography, directed for a while by the great Edward Steichen, and now by young John Szarkowski, who calls this art "esthetic phenomenology—a magnificent means of finding out what's out there."

■ More than 7,000 prints make up "the greatest collection of modern prints in the world," says curator William Lieberman, age 40, who has spent half his life at the museum. The print galleries are now connected by a stairway to the permanent collection, where the range of graphic art from the restless ubiquities of Picasso to the megalo-journalistic rubbings of Rauschenberg will be permanently available to anyone.

In the museum's new, enlarged quarters, designed by Philip Johnson, there are modern muses all over the place: in the 32,000-square-foot sculpture garden that ramps up onto the roof of a new two-story building (beneath which is a monstrous new gallery and an under-ground art school); in the new six-story glass-and-steel tower that carries right through onto every floor of the old museum building, from which five gigantic abstract banners will whip on gala occasions. The exhibition space is doubled, and it now will be able to show about 550 of the 1,800 pieces in the permanent collection of painting and sculpture, providing a solid historical backdrop for the temporary exhibits.

Ball Bearing: Johnson, surveying the burgeoning of the museum, was moved to reminisce about the old days. "In 1932 I founded the department of architecture at the museum," he recalled. "That was the most exciting time, when we had neither space nor staff nor money. We showed Le Corbusier for the first time in 1932. Then, in 1934, came the machine art show, the first time ordinary industrial objects were considered interesting shapes. A ball

bearing was on the cover of our catalogue. They ran jokes in The New Yorker saying 'don't throw out your old sink faucet—give it to the Museum of Modern Art.' And then we gave Mies van der Rohe his first recognition in this country. This is not to say we're responsible for modern architecture in America today, but it's something to do with that horrible word 'taste-makers'."

with that horrible word 'taste-makers'."

The museum's beginnings can be sought in many places, but perhaps none more interesting than the Harvard of the 1920s. It is fascinating to think that the institution which produced Henry and William James, George Santayana, and T.S. Eliot is also responsible for producing the Museum of Modern Art. But the museum is really a set of human sensibili-

ties domiciled together, and so its Harvard provenance is happy and logical. Among the New England philoso-

Among the New England philosophers, moralists, and poets, there were intense and privileged young men who were passionate about the visual arts. These included Lincoln Kirstein, now director of the New York City ballet, John Walker, now head of Washington's National Gallery, and Edward M.M. Warburg, now a regent of the state of New York. They formed something called the Harvard Society for Contemporary Art, and the young Alfred Barr was the faculty adviser. At a moment when modern art was a distant rumble from Europe the young Cantabs were borrowing works by Miró and Lachaise from the few avant-garde deal-



Newsweek-Phil MacMulli

The expanding Museum of Modern Art—Colossus on 53rd Street

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#### ART

ers and private collectors in New York. They even showed Buckminster Fuller's revolutionary Dymaxion House.

One of them recalls a Calder show they put on in 1927; "We went down to the train to help transport his sculpture, which he said was arriving with him. When the train pulled in, Sandy Calder got off with two rolls of wire over his shoulder. As soon as he got to our college rooms, he got into his pajamas, and using his big toe and a pair of pliers, proceeded to complete the necessary 23 pieces of sculpture."

Founders: Among the ladies of culture who visited the Harvard boys' gallery was Mrs. John D. Rockefeller Jr. "Why don't we do this en gros in New York?" she said. Mrs. Rockefeller thus became one of the famous three Founding Ladies of the Museum of Modern Art. The others were Miss Lillie P. Bliss and Mrs. Cornelius J. Sullivan, both important art collectors and examples of the enlightened taste among many of the time's cultivated rich. The ladies got A. Conger Goodyear, another wealthy collector, to form a fund-raising committee for a contemporary museum. Among the members was Harvard Prof. Paul J. Sachs, and it was Sachs ("The Felix Frankfurter of the American art world") who brought in the young Alfred Barr as director of the new operation.

When summoned by Sachs, Barr was teaching a course at Wellesley in which he not only confronted his girls with modern art, but also with the theater, movies, architecture, photography, and contemporary mass design as found in

the local five-and-ten.

All Barr had to do was transfer his curriculum from Wellesley to New York, and he enthusiastically proceeded to do so. But it was some time before he was able to see his dream of a museum of all the visual arts actualized. The new museum's first quarters were six small rooms on the twelfth floor of the Heckscher Building at 57th Street and Fifth Avenue. On Nov. 7, 1929, the curious public was admitted to these precincts, now crowded with paintings by Cézanne, van Gogh, Seurat, and Gauguin, four great modern masters who had hardly been seen in that vast cosmopolitan city.

Upstart: The show was an instantaneous success—"the event of the century," said one newspaper—and the Museum of Modern Art was a reality. Almost immediately the sniping started. Last week Barr recalled with amusement how, after the tiny new upstart had put on several shows, including an audacious exhibition of artists under 35, Herbert E. Winlock of the Metropolitan Museum asked to see him. "He was terribly upset," recalled Barr. "I could see he was uneasy and sort of angry. 'It seems to me,' he said, 'that what you really are is a Museum of Fashionable Art'."



d'Harnoncourt: Harmony

Alfred Barr has always been in the position of working in an area where the latest, liveliest, and often the best things can be stigmatized as "fashionable." It has been said, perhaps apocryphally, that Barr is the archfiend of modernism to members of the ultraconservative, nearby University Club. "There he is,"

they supposedly mutter as he goes by,

"thinking up some new outrage."
Barr is an unlikely looking person to inspire such anti-anarchist feeling. A lean, diffident man with the face of a Walt Kelly owl, it is hard to get him to speak and harder to hear what he says. He would no doubt agree with Goethe who said: "I should like to give up entirely the habit of speaking. There is something about it that is useless, idle, foppish... I should like to speak like Nature, altogether in drawings." Barr

models. His real voice is the museum. "The primary purpose of the museum," Barr has said, "is to help people enjoy, understand, and use the visual arts of our time." This is a deceptively

prefers to speak like Art-in drawings,

paintings, sculpture, and automobile



Barr and Miller: A torpedo, a patron

mild way of putting what is really the passionate credo of an extraordinary man. For as one listens to his mild but insistent tones, it becomes apparent that the man is really an evangelist, and that modern art for him is nothing less than a religion.

Indeed, Barr comes from a family of Presbyterian ministers, and it seems that he has simply found faith and unity of personality in the esthetic side of life—a development that has been noticed by many prophets from Matthew Arnold on. "Art," Barr has said, "is not a means of escape from life but a stratagem by which we conquer life's disorder." The museum, says Barr, "is a marvelous instrument of vicarious pleasure on my part. The point is to get people to look at modern art long enough to see the design. This makes fools of people who scoff at my particular faith."

Action: But if the museum is a pantheon for some, for others it can be a pizzeria or an inexpensive social club with tone, convenience, cachet and the "in" coziness of the vast new midcult audience who look at art shows while waiting in line to see Bergman movies. The 700,000 people who swarmed through the museum last year did not all come to contemplate the esthetic impeccability of Matisse or the ascetic religiosity of Mondrian. Many of them came just to be where the cultural action is. It is a warm, cool, jazzy, longhair, exciting and restful feeling to have a cold salad lunch in the penthouse dining room, to sip an iced coffee in the garden under the gigantic, maternal shadow of Lachaise's standing woman, or just to dig the eager-eyed girls under the voluptuous swaying of Calder's mobile on the marble staircase.

The museum openings themselves have become almost a parody of the classless, but inflected, society of what one writer has called "art botherers." 'We were the first museum to have openings and people got dressed up," says a veteran museum official, "Now you have to have three or four of them, and it looks as if the subway opened up underneath the place." For a major show, the openings begin with a black tie, fizzy, garden affair for nabobs and artists, then, the next night, an "optional" event for members and such, and finally a daylight vernissage for the general public. (In 1957 when the museum staged its giant Picasso show, 328,206 visitors trooped through the galleries in four months.) Such massive quantification of status reflects the growth of the museum itself.

The latest spurt was made possible through over \$25 million raised from the museum's coruscating roster of friends, from fine-feathered to unshaven. There were over 3,500 subscriptions, ranging from the Rockefeller Brothers Fund's

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total gift of \$6 million to thousands of anonymous givers of \$1 or more. If money talks, this was an oratorio of fiscal homage to an institution which is indigenous to a pluralistic, inquisitively mobile society.

The Cadre: The museum itself is plural but unified. Alfred Barr is surrounded by a cadre of crusaders who reflect and amplify his zeal. "Alfred invented the museum," says René d'Harnoncourt, the 6-foot-6 Austrian-born director, who has brought an administrative harmony to an institution that is already as big as a small college. He is an authority on primitive art and a master of installation, and has brought a feeling of coordinated independence to the talented curators whose individual taste and learning are responsible for the incredible succession of more than 700 museum shows, from the history-making cubist, surrealist, van Gogh shows of the '30s to the Rodin and Hofmann shows with which the museum closed last year before expansion.

People like William C. Seitz and Peter Selz, who organize most of the museum's temporary exhibitions, must be professors and impresarios both. "It's taken for granted," says Seitz, "that we think, write, and research on a level with university historians who do no other work at all." What these men write are the catalogues, which over the years have developed into definitive and entertaining volumes, accompanied by the fantastic, almost Dadaist bibliographies of librarian Bernard Karpelworks of art in their own right.

But in the end it's not scholarship or

But in the end it's not scholarship or showmanship that gives its special quality to the museum, a quality that has raised its yearly membership to 33,000, its yearly attendance to 700,000, and endowed it with a unique and overwhelming magnetism.

Ecstasy: "This place," says one curator, "is a community center without being a community center. All through the months we were closed, people would call up and say 'When are you opening? I need the museum to smoke a cigarette'." Some time ago, a survey showed that only 40 per cent of museum visitors in a one-month period came to look at pictures. And, for the 33,000 elite, there is a wonderful monient of cabalistic ecstasy when, upon reaching the third floor, the bored, gray-clad museum elevator operator turns around and intones: "Members only above this floor. Show your cards, please," and one or two shame-faced peasants exit in an ignominy of cardlessness.

When fire struck the museum in 1958, destroying a great Monet and marring many other pictures, it was a personal disaster for many people. "The fire had an enormous impact on people," says d'Harnoncourt. "It showed a lot of peo-



Painting: Picasso's 'Guernica': War seen by a master



Sculpture:
'Bird in Space'
by Brancusi

Print: Sailing ships by Feininger



Photo: Brancusi by Steichen

Films: Watching Garbo



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#### ART

ple what this place really meant to them." Curator Lieberman recalls that "it was terribly spooky after the fire. People would come and just stand across the street. It was like visiting the grave of a beloved.

"For some reason," adds Lieberman, "other museums lack the immediacy of our joint. People go individually to the Metropolitan or the National Gallery. They go in pairs to the Modern. There's always something to be shared."

Change: What is to be shared is really modern life itself. It is the sense of change, of the modern adventure with all its bravado, that pulls people to MOMA. Arthur Drexler, the 39-year-old director of the department of architecture and design, is one of the many who practically grew up at the museum. "It was a much more sympathetic environment than school," he says.

For Drexler, art is a direct look at the reality of our time. In a show of twentieth-century engineering opening this month, he will show structures that are "the equal of any great cultural achievements of the past-dams, bridges, roads; clear-span, large-scale structures; radar, radio telescopes. It's wonderful to see national styles in engineering presumably based on the same mathematics. French dams are absolutely gorgeous—positively voluptuous."

It is the form behind things that interests Drexler. "Useful objects don't just mean pots and pans. The real useful objects are the structures of matter. The poetic implication of our technology is doing more and more with less and less. If this were carried out logically, architecture as such would disappear. It would become the technology of making the earth itself habitable."

This somewhat shuddery utopia is the projection of the Museum of Modern Art itself. Its tremendous expansion involves obvious dangers of vulgarization and impersonalization. "The museum acts as a potion, dragging art out of the studios," says curator of the museum collections Dorothy Miller. She admits this can be premature, but in no other way can the museum hope to keep up with the implications of the stresses our culture labors under: the dematerialization of advanced thinking in science and art, and the over-materialization that our technology produces.

Electricity: So the museum shows an all-black painting by Ad Reinhardt (which for Barr becomes a religious picture) and a Swedish underground installation in which the earth itself seems to spew forth electricity. In both cases the museum is playing its role to the hilt—that of being the only place where Americans are able to confront the tangible implications of their world—with all their ethical, philosophical, and psychological consequences.

"It is a unique museum, it is a people's museum," said former MOMA president Nelson Rockefeller, the son of co-founder Mrs. John D. Rockefeller Jr., last week. For Rockefeller, the museum is an example of what "enlightened capitalism" can do in a modern world. He is proud of the fact that the museum, with no tax subsidy, is so largely self-supporting. "I went to Jones Beach with Robert Moses when it opened," he recalled. "There was a 25-cent admission, 25 cents for parking, and things like that. 'How do you get away with this?' I asked him. He told me his theory of appreciation-that people appreciate things for which they have to pay a small amount. I went back to the trustees of the museum and told them I thought that something like that might be a good idea. They put it into effect, and it worked."

As an example of enlightened capital-



Rocky and museum model circa 1938

ism, the museum represents what might be called a consolidated revolution. "Those were the good old days," says Philip Johnson of the museum's brave early period. "Then it was possible to have revolutions. Now the avant-garde has been swallowed up, revolutions are no longer possible. Someone might not like pop art, but everyone accepts its existence."

But perhaps this is not really so. The appreciators (\$1 now) at the new museum can walk through esthetic time from a Renoir nude to Giacometti's anxiety-thin "Pointing Man" to George Segal's plaster bus driver eternally caught in traffic. Art is coming closer and closer to life, not with answers but with questions about the very nature of our reality. Here is where what Alfred Barr calls "the didactic and interpretive function of the museum" plays its part. "The most beautiful use of the word 'teach' that I know," says Barr, "is the caption of an engraving by William Blake—"Teach their souls to fly."

New York Herald Tribune

Tuesday, May 26, 1964

#### Sir Ivone Kirkpatrick, Interpreter At Chamberlain-Hitler Interviews



#### Philip E. Curtiss Dies; Author and Legislator

#### Ex-Slave Dies At 119; Advice On Long Life

#### A. H. Gibbs, Author

Mil- Jesuit Priest

#### Robert Buckley, Caddie Master

cul to the Berold Tribune SARANAC LAKE, N. Y. Boott D. Buckley, 60, caddle or for 27 years at the Lake Construction of the Company of the Com

Finer Funeral Service



#### Taught at Stevens Tech

#### L. A. Hazeltine, Physicist, Inventor in Radio Field

latter, Dr. Dorothy Hr. Yakes.

de retured from the faculty
Rabbi C. M. Bick,
windsturers, of 90.32 Little
V. Parkwy, Little Neck,
one, which was named for

#### Ralph W. Aigler Law Professor, Big 10 Leader

W. F. X. Sullivan,
Jesuit Priest
SIRRUS OAK, N. Y. (AP)
The Ber William F. X. Bal.
Westeen Co.
Westeen Co.

Irving Bunnell,

16 Are Trapped In an Elevator Fire at School

#### Woman Asks \$1 Million, Charges Cancer Implant



#### Museum of Modern Art Reopens With New Wing

#### Reopened Museum Panorama Of 'Art in a Changing World'

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ld Tribune

Tuesday, May 26, 1964

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#### rpreter erviews

run the risk of finding urselves permanently locked p in an English ghetto of our

In personal appearance, Sir vone was small, slight, wiry and athletic (he played tennis nd rode to hounds), and he poked upon the world with an pparently invulnerable self-

He was married in 1929 to flolet Caulfelld Cottell, and hey had one son and one aughter.

#### evens Tech

#### e, Physicist, Radio Field

Institute in 1906, received a master's degree from Columbia University and an honorary doctor of science degree from

During World War I he was consultant engineer in radio at the Washington Navy Yard and a member of the American Committee on Electrolysis. He was chairman of the American Gas Association's committee on electrolysis in 1920.

Dr. Hazeltine was a fellow of the American Institute of Elec-trical Engineers and the Institute of Radio Engineers, and a member of the American Physical Society.

Surviving are his wife, Mrs. Elizabeth Barrett Hazeltine; two sons, Dr. Barrett Hazeltine, professor of electrical engineering at Brown University, and Richard Hazeltine, undergradu-ate at Harvard University; three daughters, Mrs. Patricia Duhn krack, Mrs. Maud Chaplin and Mrs. Esther Kraemer, and a sister, Dr. Dorothy H. Yates.

#### Rabbi C.M. Bick, Of Brooklyn Congregation

Rabbi Chaim M. Bick, 78, who was ordained in Russia in 1908 before emigrating to the United States in 1925, died of cancer yesterday at his home at 20-28 78th St., Brooklyn

At the time of his death, he was spiritual leader of Congregation Ahhavath Achim, at Bensonhurst, Brooklyn, where he had been since 1935. Earlier, he was for 10 years rabbi at Congregation Anshe Medgibosh, on the Lower East Side of New York



Mrs. Lyndon B. Johnson viewing "The Moroccans," by Matisse, at the Museum of Modern Art last night. She is flanked by Museum Director Alfred H. Barr jr. (left) and Museum Board Chairman David Rockefeller.

## Museum of Modern Art Reopens With New Wing

The reopening of the Mu-seum of Modern Art last seum of Modern Art last night proved one of the ma-jor social as well as cultural events of New York's season as nearly 7,000 persons turned out, headed by Mrs. Lyndon B. Johnson.

The list of those present included dozens of persons prominent in the arts and in the arts and in the financial world.

The museum was closed six The museum was closed six months ago to undergo an extensive expansion and re-furbishing, and the result was officially exposed to view at last night's reopening.

It includes a new six-story wing to the east of the origi-nal building at 11 W. 53d St., housing galleries for three departments which previously had no space-photography, prints and drawings, and architecture and design. There were some

1,000 guests at a dinner in the new exhibition hall—major contributors to the \$7 million renovation of the museum. The walls of the hall were lined with yellow felt upon which signatures of all the traditional greats of modern art were inscribed in enlarge-ments imprinted by a silk-

Mrs. Johnson, wearing an ankle-length, off-white gown

Rockefeller, chairman of the board of the museum and president of the Chase Manhattan Bank, and Alfred H. Barr jr., director of the museum collections.

In the Matisse Gallery, Mrs. Johnson posed for photographers before a large Matisse oil, "The Moroccans," painted in 1916.

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Toward the conclusion of

Toward the conclusion of her remarks, she observed:
"This generation is engaged not only in a war against poverty of man's necessities, but a war against poverty of man's spirit. This museum is an open door for all who seek enrichment of ideas." ideas.

Johnson made her

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The museum will be open today to as many of its 33,000 members as can take advantage of the opportunity, and it will be opened to the public tomorrow.

The preview and dinner last night were the third such occasions for which Mrs. Johnson had visited New York. She attended a gala preview

She attended a gala preview of the new American National Theater and Academy's Washington Square Theater and one of the Metropolitan Opera's World's Fair gala series.

She flew here from Washington late yesterday afternoon. She is expected to return to Washington about noon today.

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arrival.
Their cause was the camwitches of the jole lean Moctone Mr. Davis, who smoked and Laddler ... He

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III. 14. b

New York Herald Tribune

Tuesday, May 26, 1964

#### patrick, Interpreter in-Hitler Interviews

lations were a matter of cardinal importance to the future of both countries.

After his days of diplomacy were ended, Sir Ivone devoted considerable attention to his duties as British president of the Channel Tunnel Study and rode to hounds), and he Group, a post he had held since 1958. In 1960, he predicted that if the Channel tunnel was not built under present plans, it would be dead for at least a generation.

And if that happens, he said, daughter.

And if that happens, he said daughter

#### Taught at Stevens Tech

#### L. A. Hazeltine, Physicist, Inventor in Radio Field

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Special to the Herald Tribune
MAPLEWOOD, N. J.

Dr. Louis Alan Hazeltine, 77, inventor of radio devices, remitify and safter the imatic arimid-war, in Berlin del here yesterday at his home, is special was with Adenauer, agenuine gaucaks and was widely manue devout factured in the 1920s.

enjoyed relieved for eliminating magnetic courman repling between any number of the American Physical Science department at Stevens Institute of Radio Engineer in radio at the Washington Navy Yard and a member of the American Committee on Electrolysis, He was chairman of the American Gas Association's committee on electrolysis in 1920.

Dr. Hazeltine's most important invention was the neutrodyne radio receiver, which eliminated unscheduled howis and a gulesties of ibelieved for eliminating magnetic courman repling between any number of the American Physical Society.

Br. Hazeltine did his inventing while he was on the faculty of Stevens Institute, which he joined in 1908, becoming chair man of the physics department for the proposition of the proposition of the American Physical Society.

Special to the Herald Tribune master's degree from Columbia University and an honorary of Stevens.

During World War I he was consultant engineer in radio at the Washington Navy Yard and a member of the American Committee on Electrolysis. He was chairman of the American Dr. Hazeltine was a fellow of the American Institute of Radio Engineers and the Institute of Radio Engineers and a member of the American Physical Society.

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Interest to the Hazeltine Corp. radio manufact.

So.25 Little of Br. June 1943.

Sister, Dr. Dorothy H. Yates.

Rabbi C. M. Bick, to the Hazeltine Corp. radio manufact.

So.25 Little of Br. June 1943.

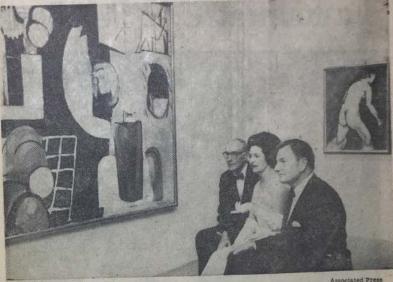
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A. Bick, 76, who ig to the United died of cancer home at 20-28

e of his death, itual leader of Ahhavath Achim, irst, Brooklyn, been since 1935 as for 10 years gregation Anshe the Lower East

nber of the Adodox Rabbis of nada.

his wife, Pearl; Moishe L. Bick k; three daugh-Berliner, Mrs. and Mrs. Shirsister, Mrs.



Mrs. Lyndon B. Johnson viewing "The Moroccans," by Matisse, at the Museum of Modern Art last night. She is flanked by Museum Director Alfred H. Barr jr. (left) and Museum Board Chairman David Rockefeller.

### Museum of Modern Art Reopens With New Wing

The reopening of the Mu-seum of Modern Art last night proved one of the ma-jor social as well as cultural events of New York's season as nearly 7,000 persons turned out, headed by Mrs. Lyndon B. Johnson.

The list of those present included dozens of persons prominent in the arts and in the arts and in the financial world.

The museum was closed six months ago to undergo an extensive expansion and refurbishing, and the result was officially exposed to view at last night's reopening.

It includes a new six-story wing to the east of the origi-nal building at 11 W. 53d St., housing galleries for three departments which previously had no space—photography, prints and drawings, and ar-chitecture and design.

There were some 1,000 guests at a dinner in the new exhibition hall-major contributors to the \$7 million renovation of the museum. The walls of the hall were lined with yellow felt upon which structures of all the traditional speats of modern art were inscribed in enlarge-ments imprinted by a silkscreen proces

Mrs. Johnson, wearing an Mrs. Johnson, wearing an ankle-length, off-white gown decorated with gold, crystal and rhinestone beading at the bottom, was accompanied on a tour of the new wing by Adlai E. Stevenson, U. S. Ambassador to the UN; David Rockefeller, chairman of the board of the museum and president of the Chase Manhattan Bank, and Alfred H. Barr jr., director of the museum collections. In the Matisse Gallery,

In the Mausse Gallery, Mrs. Johnson posed for pho-tographers before a large Matisse oil, "The Moroccans," painted in 1916.

She delivered a speech later in which she said that the new rooms and the garden cannot be measured in space, but must be measured "in terms of creativity. They make it possible for every man, woman and child who walks through them to participate in the process of creativity."

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Toward the conclusion of her remarks, she observed:

"This generation is engaged not only in a war against poverty of man's necessities, but a war against poverty of man's spirit. This museum is an open door for all who seek enrichment of door."

Mrs. Johnson made her speech as part of a ceremony in which she pulled four switches to start the fountains in the garden of sculpture and turn on the lights.

In the course of the eve-

ning, she was supposed to get an opportunity to chat with many of the famed figures in modern art who were present, modern art who were present, but the throng so jammed every bit of space that it proved impossible for her to more than exchange a brief greeting—when she was able to accomplish that.

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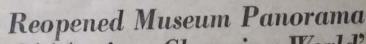
She flew here from Washington late yesterday afternoon, She is expected to return to Washington about noon today.

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Last night's event was marked by the picket line which seems to have become part of the city's scenery. The pickets this time, about a dozen men and women in casual attire, showed up two hours before Mrs. Johnson's arrival.

Their cause was the campaign to ease city restrictions so that artists can continue to live and do their work in lofts. There were plenty of police about, and the artists caused no trouble.





The Museum of Modern Art Archives, NY

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THE SIMONS AT HOME Making good paintings more important.

man's fulfillment of self in art and business.

Agony in a Yawn, A hallmark of the collection is its focus on the well-painted picture with perfect brushwork. Nothing among Simon's pictures looks unfinished or sloppy. "Simon's primary consideration is esthetic quality without regard for periods," says Richard Brown, director of the Los Angeles County Museum. "And he lives with it just that way, hanging a Van Dyck alongside a Gorky in his office, a Memling alongside a Degas at home. This takes courage and taste, because it means holding the bat full length, not shortening up."

Another hallmark is Simon's eye for restrained treatment. His Gorkys are unflamboyant, his late Van Goghs undespairing. But the peaceable appearance of Simon's art masks the tough reality within. As Brown explains it, Simon has "a sympathy, an understanding, a desire to recognize agony in life," and Simon himself, a self-made intellectual who quit college after six weeks, considers "the facts of life and cold reality as bona fide subjects of art." The yawn of Degas' laundress conceals the agony of poverty and weary boredom.

Buying Art Slowly. Just as he painstakingly analyzes a business investment, Simon buys art slowly. Often, he will study a painting for a year before acquiring it. His collection began ten years ago with a Bonnard, broadened into other 19th century postimpressionists (he owns twelve Degas, nine Cézannes), yet is not slavish to any one style. He scattered Picassos throughout his William Pereira-designed administration building in Fullerton, Calif., and then smoothly turned to Renaissance painting.

Along with Dun & Bradstreet reports, file drawers in his secretary's office are stuffed with Wildenstein catalogues, Parke-Bernet auction lists, and color transparencies. On his desk sits a tiny Daumier bronze of a humble country bumpkin. He also wants his employees to appreciate art, gives them plenty to look at. Rarely have they failed to enjoy it, but once he had to take down a Léger tapestry of a mechanical man in the office foyer. Employees read themselves uncomfortably into the image.

#### MUSEUMS

#### The More Modern Modern

It was a long way from the back-woods hollers of West Virginia; yet there was the First Lady in a white silk faille gown, saying: "This generation is engaged not only in a war against the poverty of man's necessities, but also in a war against the poverty of man's spirit." Then Mrs. Johnson inaugurated Manhattan's revamped Museum of Modern Art, which, as it reopened last week after a six-month, \$5,500,000 expansion, looked splendidly equipped to fight in the second of Lady Bird's wars.

Two days later, the museum opened to the public. Back were the sandal-schleppers in ponytails, the docents lecturing groups of housewives, the high-schoolers and collegians scribbling notes religiously. "Are you going to describe only the paintings you like?" one asked another. It was just as if they never had been away.

Double the Fun. The old entrance, known by its Arp-like curving marquee that tried to turn the façade toward Fifth Avenue, is now a wide breezeway through to the garden. To the east of it, Architect Philip Johnson, once the museum's director of architecture and design, has built a new wing with a façade of muscular steel beams framing huge plates of glass from sidewalk to roof (a similar wing will eventually be built to the west). Inside, the doubly expanded museum seems more than doubly competent to its task. Extra

room lets it show how the whole family of modern art lives in harmony: photography, cinema, industrial design, architecture, graphics, paintings and sculpture all have permanent galleries.

The whole parade of the last 80 years of art unwinds through a continuous maze of 37 galleries from Rousseau's primitives to Claes Oldenburg's plaster hamburgers, which the museumswallowing hard but still proud of being first—says it bought before anyone else got the hunger. Of the museum's 1,800 paintings and sculptures, some 550 are on view, more than double the previous number. The sculpture garden grew to three-fourths of an acre, where weeping beeches hang over a raised level roofing on top of a 60-ft. by 75-ft. exhibition hall. Among the garden's weightier new residents are Herbert Ferber's jangleina-box Homage to Piranesi I and Alexander Calder's creeping Black Widow. More than ever, it is an oasis amidst city din, filled with spouting fountains and bronze genies.

and bronze genies.

Time-Tested Modern. For 24 years the Museum of Modern Art refused to label its works as a permanent collection, and always planned to switch timetested art to dustier museums. It bought paintings on the calculation that one out of a dozen might have permanent value. "Today's masterpiece is sometimes tomorrow's bore," wrote the first director, now director of museum collections, Alfred H. Barr Jr., in 1942. Even today, the official permanent collection numbers fewer than 20 works.

But in the end, the museum could not find the heart to send away what might yet prove good, and what might yet prove good turns out to be a stunning display of art. Now the Museum of Modern Art has room to show it, and it also has a vast willingness to bank on tomorrow, as if by definition modern art can never run out.



UPPER DECK OF NEW SCULPTURE GARDEN Making room for the whole parade.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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THE "NEW" MUSEUM—Remodeling of the former main building plus two new wings and extension of the Sculpture Garden have

doubled the exhibition areas and provided space for study rooms at the Museum of Modern Art. Philip Johnson was the architect.

#### When Is Art 'Modern Art'?

#### As the remodeled and expanded Museum of Modern Art opens, its director explains its role in the ever-changing, often baffling world of modern art.

This week the Museum of Modern Art toill reopen after six months during which it was remodeled and enlarged. For the occasion, The New York Times Magazine asked the museum's director, René d'Harnoncourt, to discuss just what modern art is and hove the museum keeps itself "modern."

#### By RENE d'HARNONCOURT

WHAT do we mean by the phrase "modern art"? In purely chronological terms it means work done from about 1885 to today. The word "modern," however, generally has a somewhat different connotation from "contemporary."

Since our grandparents' day, changes in man's way of life and his view of the world have accelerated at a far more rapid rate than in any previous corresponding period. Within the same period, equally radical changes have taken place in science and philosophy.

Many people, nevertheless, believe that the norms of art should somehow remain inflexible and immutable. Yet an art divorced from currents of thought, feeling, action and discovery in other spheres would not be living but dead.

Inevitably, the ferment of ideas and techniques from the mid-eighteeneighties could not leave the arts unaffected. Ever since the Renaissance
Western painting had, for the most
part, pictured aspects of the visible
world as it might appear to the unaided eye of a beholder occupying a
fixed position at a given moment.

Late in the 19th century, however, artists no longer limited themselves to representing "real" or idealized appearance. Emotions, subjective states of mind, unseen cosmic forces, came increasingly to be regarded as valid aspects of reality. New ideas arose concerning the relation of form to content, accompanied by new attitudes toward traditional versus less conventional style.

C HANGES took place in other mediums, too. Technology gave architects and designers new materials and working methods with which to shape environments appropriate to present-day needs. Photography, constantly availing itself of improving apparatus ever since its invention in 1839, usurped one of painting's former functions by accurately recording observed phenomena; it also opened men's eyes to new perceptions.

The past 75 years have been an ex-

citing period for all the arts, characterized by tremendous vitality, free experimentation and bewildering diversity.

experiments
versity.

By "modern art," as distinct from
"contemporary," we mean art that
strives to embody new ideas in new
forms, or modify traditional forms, in
creative ways that give them fresh
meaning for our own times.

In art of this sort, subject matter is

In art of this sort, subject matter is not the determining factor; nor can it be ignored. A cubist painting of a woman with mandolin portrays a subject old in art; its "newness" lies in its effort to show many aspects of the subject simultaneously, within an ambiguous space no longer obedient to the laws of perspective laid down in the Renaissance. Corresponding emphasis on simultaneity and ambiguity, rather than on the classic "unities" and certainties occurs (Continued on Page 96)

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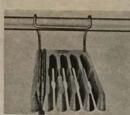


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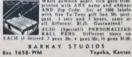
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#### When Is Art 'Modern Art'?

(Continued from Page 17) in much 20th-century litera-ture—from Gide, Joyce and Pirandello a generation ago down to Beckett, Kopit and Albee today.

On the other hand, surre-alists like Dall-have sometimes used a painting technique as meticulously descriptive as that of an early Netherlandish master, to portray people and objects in the irrational juxtapositions of the Freudian dream world.

A magazine advertisement not "modern" because it is not "modern" because it shows us every detail of the latest model automobile. On the other hand, a Pop artist like Clase Oldenburg can take an object as banal as a hamburger and by translating it into materials that exaggerate to the point of parody its color taylura and witheres. or, texture and julciness, by greatly magnifying its vol-ume, and by isolating it from its ordinary context, he can make it an object no more nor less a part of our environment. therefore no more nor less "suitable" for the artist to represent and for us to contem-plate, than the artificial arrangements of flowers, fruit and studio paraphernalia de-picted for centuries in conven-tional still-lifes.

N completely divergent ways the cubists, the surre-alists and the Pop artists have observed the world about us, or imagined something, a little differently from the way in which such things had been observed or imagined before. Their creativity has forced us, willingly or unwillingly, to share to some extent their perception or their fantasy.

perception or their fantasy.

New materials and new techniques in themselves do not make a work modern, though many modern artists have explored their esthetic and expressive potentialities. A Venus de Milo cast in stainless steel would hardly be rated "modern;" but we can use that adjective when an

artist like José de Rivera utilizes the same material and exploits its specific tensile properties, its hardness, its ability to take a mirrorlike finish and reflect light, in order to create a form that encircles and moves through space.

space.

The pleasure we derive from the precise, immaculate surfaces of such a sculpture is perhaps related to our admiration for modern machinery. Yet machinery does not always remain pristine; its surfaces corrode, its forms may become twisted and bent. Is the grainy bexture and reddish color of texture and reddish color of rusted metal intrinsically less "beautiful" than its erstwhile "beautifui" than its erstwhile smooth and shining surface? Is so-called "junk sculpture" assembled from cast-off obso-lete machine parts perhaps a 20th-century analogue to the plcturesque ruin so beloved in the 18th century, with some of the same romantic connota-tions of rathes and melenched. tions of pathos and melancholy inherent in transience and decay?

AT any rate, here again modern artists have forced us to look at familiar phenomena in new contexts, to question things we may have taken for granted, to stretch our minds a little

Much modern art has been abstract, and periodically those who dislike abstraction have hastened to sing its obsequies. Though it is true that many artists content themselves with grinding out pastiches derived from types of abstraction first explored years ago, the same creative deficiency may be found in artists who, with equal lack of imagination, re-peat other kinds of expression.

Abstraction goes back to the dawn of art and is found in cultural manifestations as widely separated in time and space as the carvings of Australian aborigines and Minoan clay tablets. It will live so long as there are artists who discover new ways of extend-

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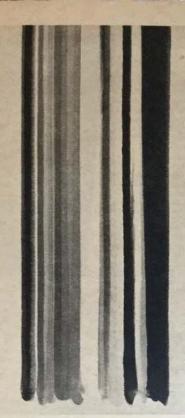
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RECENT ACQUISITIONS-These 1962 works are now part of the nuseum's permanent collection: Morris Louis's "Third Element" (top) and Pop artist Claes Oldenburg's painted plaster "Dual Hamburgers."



ing its possibilities. At any rate, both abstraction and representation (which boasts an equally venerable history), exist side by side today and continue to lead vigorous lives. Within both tendencies there is a wide gamut, from cool mathematical precision to turbulent expressions charged with intense emotion.

THE Museum of Modern Art HE Museum of Modern Art has consistently been aware that no one tendency has dominated the art of the past, nor dominates it today, to the exclusion of others. We do not consider that part of our task is to attempt to control the course of art by telling artists what they should or should not do—even if that were possible. Trend-watching, hownot do—even if that were possible. Trend-watching, however, is such a highly popular sport among critics and art amateurs that our role in this regard is frequently misunderstood or distorted.

The Museum's primary re sponsibility as an educational institution is to exercise wisdom in selecting the objects it acquires and displays. It seeks to apply the criteria of quality and historical significance; but these are especially challenging and difficult guidelines in the modern field, and the nearer we come to the immedi-ate present the harder it is to adopt standards that can be clearly stated or universally accepted.

Opinions and judgments have not had time to crystallize; sometimes new terminology (Continued on Following Page)

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(Continued from Preceding Page) must be invented in order to define what seems to be taking place. Even in this unted field, recognizing the qualities that give an isolated work originality and vitality is relatively easier than recog-nizing the emergence of a valid new tendency, for charac-teristics shared among a num-ber of artists may become apparent only gradually.

Any institution that deals with the creative arts must, nevertheless, take risks and entertain passionate convictions. This is especially true when current productions are concerned. The Museum of Modern Art would rather mistakenly add a dozen works that in 10, 20 or 30 years' time may seem less important than they do today, than make the still more irrepa-rable mistake of overlooking the one work that will seem an outstanding masterpiece.

No one has yet invented a device to test and guarantee infallibity in judging works of art. In the last analysis, we must rely on experience and deeply felt convictions. Unless we feel strongly committed to our choices, we cannot hope to further the public's enjoy-ment and understanding of modern art.

We believe it is healthy that the members of our staff, our exhibitions and acquisitions committees and our board of trustees are rarely unanimous in expressing their personal predilections when determin-ing our program. The fact that many other museums and galleries in New York and elsewhere are nowadays so actively concerned with modern art gives the large audience intensely interested in this subject a chance to see many different approaches—both as regards what artists are shown,

and how these are presented. With so many other institutions operating in this field, what is this museum's distinctive role? At an earlier stage in our history, we thought that we might serve more traditional institutions like The Met-ropolitan Museum of Art as the old Luxembourg Museum



MUSEUM PIECES-In the last decade, the museum bought Jan Lebenstein's "Axial Figure, No. 110," top, and Victor Vasarely's "Ondho."

in Paris formerly served the Louvre; we would house the untried works of modern artists until time had endowed a select number of them with the status of classics worthy of entering art's Valhalla.

Subsequently, the Metropolitan acquired major works by such advanced artists as Jackson Pollock and Richard Lippold; and we came to believe in the educational value of retaining permanently a very small but highly important segment of our collections.

We believe that these collections constitute the vital core of our museum. They give a sense of the continuity of modern art and provide a touchstone whereby the mos recent achievements may b compared and contrasted with their antecedents. New insights are gained by the opportunity of seeing the spe-

ASSEMBLAGE-Another recent acquisition is John Chamberlain's 1960 work "Essex," which is made of auto parts and other metal.



Collection: Series.Folder: The Museum of Modern Art Archives, NY III.14.6 DCM



cific aspects of art shown in our active exhibitions pro-gram against the broad scope of the collections. Works in the collections in turn take on fresh interest when seen in relation to examples borrowed from other sources.

The broad panorama of works in our collections re-veals that modern art has continuity yet is highly diverse. We can see, for example, how certain aspects of postwar abstract expressionism were anticipated three decades earlier by Kandinsky; while the contrary tendencies of geometric and "hard-edge" paint-ing can trace their lineage back to innovations made by Mondrian and Malevich more han 40 years ago.

The use of highly untradiional materials which the cubists initiated, among their other inventions, has contin-ued to be explored ever since and seems far from exhausted today. The shock tactics of some current works had their forerunners in Dada. Is this to say that artists today are only repeating what pioneers did long before them? No, for artists have always looked back as well as forward—as Masaccio looked to Giotto, and Michelangelo in turn to Masaccio.

WILL the museum have to increase in size periodically, or stop showing earlier manifestations of modern art in order tations of modern art in order to make room for new ones? Like most museums, we al-ready house a large propor-tion of what we own in store-rooms, and the next phase of our construction will make them more readily available for study

The fact that a work is in storage does not necessarily mean that it is of lesser importance. Whenever a work goes out on loan, its place is taken by another work, which may remain on view indefi-nitely even after the first one has been returned.

EVERY museum must constantly re-evaluate what it owns, change the emphasis of what it places on display, and eventually consider winnowing its holdings. This museum sometimes accepts works as sometimes accepts works as gifts with the specific proviso that they may be held for sale or exchange. Frequently, a work by a given artist is replaced by a later example or one we consider better. We have a policy, however, that no work by a living American may be sold within the artist's lifetime. lifetime.

We intend to remain "mod-ern," by steadily reassessing what we own and exhibit, and by continuing to take risks by acquiring experimental work in still-untried kinds of expression, or works produced by young or relatively un-known artists. We do not, however, consider that every innovation is necessarily noteworthy per se.

The museum must avoid the danger of becoming too con-servative in discerning the worthwhile among new, unfa-miliar work. At the same time, we do not feel impelled to be the first to hall each season's manifestations, like a reporter zealous for a scoop. For the Museum of Modern Art to pursue novelty at the expense of discrimination would be to fail signally in its responsibility to the public.

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GLASS HOUSE-The view from his home in New Canaan, Conn., says architect Johnson (above), "makes beautiful wallpaper."



#### **Elegance in Architecture**

(Continued from Page 18)

Philip Johnson's work stands somewhere between the rigid boxes of the diehard functionalists and the free-form flights of fancy of the neobaroque experimenters. He has given rich, traditional materials, like marble and travertine, equal status in the modern vocabulary with contemporary steel and glass, and he has restored the backward look at history to respectability for a genera-tion of architects that had renounced the past with an al-most religious fervor.

N Johnson's work, everything - whether unusual construction, like the tensioncompression ring design of the great bicycle roof of the World's Fair pavilion, or just a preoccupation with the play of light and shadow of classically inspired colonnades—is a means to a single end. It is beauty that he is really aft-er, and history and structure are his convenient tools. This sometimes turns an artful device into "art for art's sake," and even makes structure look a little thin. But beauty is seductive, and so are his build-

His least successful work borders on the decorative (a pejorative adjective) with subtle overtones of decadence. While his devices work giant truss from which his museum in Utica, N.Y., is suspended, for example, serves the useful purpose of making a column-free, open interior space—the impression is that these devices are picked primarily because he likes the way they look. This suggests preoccupation with petty effects rather than design breakthroughs.

As a man, Philip Johnson is as soigné as his architecture, with the kind of knowing discernment that eschews the too silken necktie, the too obvious gold cuff links, the too smooth, overtly rich effect. With the correct credentials of money, family and looks, he has been an elegant maverick all his life, a confirmed, conscientious nonconformist and privileged insider whose pleasure is in shaking up the Establishment. The Johnson skill in shock-

The Johnson skill in shock-manship and one-upmanship is matched by a sincere, sensi-tive erudition. He excels in historical name-dropping and watches its devastating effects with sly delight. But the scholarly references are serious. His work and attitudes are moti-vated by studied convictions about the importance of mod-ern art and architecture and a consciously and unapologetically aristocratic and esthetic approach to life.

His one disappointment is that he has ceased to shock the Establishment. He is the Establishment now, a completely accepted architectural leader of unimpeachable au-thority. But he still has the pleasure of outraging the bourgeoisie, as he did with the Pop art embellishments that he commissioned for the state pavilion at the fair.

Johnson's success story is something other than the battle of the conventional strug-gler against conventional odds. Born in Cleveland in 1906, the son of a wealthy, land-owning lawyer, he followed the privi-leged path of good schools, like Harvard, and travel. In the soul - searching nineteenthirties when other young in-tellectuals were facing left, he turned to the political far right, supporting Huey Long, among others.
In 1932, he went to the newly

formed Museum of Modern Art, where he founded the Department of Architecture and proceeded to bring the word about the modern movement, then booming among the European intelligentsia, to a reluctant and rather uninterested New World. He defined the new architecture in a land-mark book, "The International Style," in collaboration with the historian, Henry-Russell Hitchcock

In the early nineteen-forties, he went back to Harvard for his degree in architecture. He had the advantage of maturity, and the even greater advan-tage of being able to build his master's thesis rather than draw it - he built a walled

WATER GRAB

Lefkowitz Says Power Body Seeks Control of Private and Public Plants

CONGRESS'S HELP ASKED

Attorney General Bids State Delegation Act to Prevent Federal Intervention

By WARREN WEAVER Jr. special to The New York Times

would give it "jurisdiction or

three private power plants ing water from the state's ba canal system, two similar st The New York case involve

Facilities Listed

TUESDAY, JUNE 30, 1964.

# The New York Times.

Monumental Works of Man Are Depicted in Show at the New Wing Galleries of Museum



A wind tunnel at the Langley Research Center in Virginia

Radar telescope towers above buildings at Stanford Research Institute in Californ



This elasticized fabric plant, designed by Danzeisen & Voser, is in Gossau, Switzerland

# The New York plants over Modern Museum Assays Engineering grapher was a specific property of the commission is seed.

With flood-control dam on By ADA LOUISE HUXTABLE leap charms and domes that of Claudio Marcello's marvel, by Sacandage River in the The Museum of Modern Art span miles. The kicks here are ourly detailed butters dama in buttern Adirondacks. It was is managementing its new garden for real. These strictures stand tluy, the natement is overwhith in 1800 and is operated by wing galleries today with one in positive, creative contrast to whelming. The section on consequenting its real careful and the william River-Black River of the most spectacular and the william languativism and transcript and careful data is the section of the most spectacular and the william negativism and transcript and the spectacular and the william of the most spectacular and the william of the most spectacular and the william of the wi significant shows in its 35-year stent novelty that have made in



Dam built in Iran by Development and Resources Corp

# State to Check Vision 20,000 SEEK JOBS of a Million Motorists 20,000

TUESDAY, JUNE 30, 1964

35 F

# \$15 LAWYERS' FEE IS RULED ILLEGAL

The law was passed as part to a of an omnibus bill at the 1963 resiston of the Legislature. It required that lawyers admitted to practice to New York on or you before Sept. 1. 1983, file a certif. 2.00 icate of registration and pay diet the fee by Jun. 1, 1964.

Judge Gulotta said that there little question that the law criminates in favor of law-

Those who complete it will the department of the guaranteed jobs but by Judge Frank Gulotta, He will be recommended for post-said that the state law "bears tions with public and private the hallmark of a hashly con-spirits dealing with disadvanceived piece of egislation which fared youth. The department shows little purpose except to hopes by the time the training the a substantial and of it. completed to have es-

Turnout for Test Forces U.S. to Set a 2d One to Select Employment Advisers

2,000 POSITIONS OPEN

to Help Disadvantaged Young People Find Work

the counselor aides and youth advisors who want to train tide summer to help disadvantaged young people that jobs and a By JOHN D. POMFRET

Nassau Judga Upsets State completely by surprise at the state of the group that appear Law, Fought as a Tax of the group that appear of the state of

TUESDAY, JUNE 30, 1964.

## The New York Times.

TUESDAY, JUNE 30, 1964.

IS RULED ILLEGAL Nassau Judge Upsets State Law, Fought as a Tax

#### ACCUSES U.S. WATER GRAB

Seeks Control of Private and Public Plants

CONGRESS'S HELP ASKED

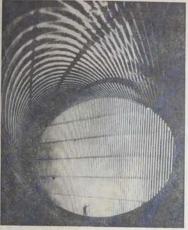
ttorney General Bids State Delegation Act to Prevent Federal Intervention

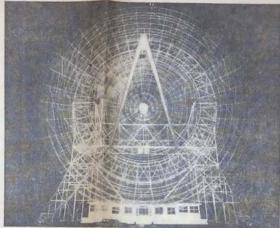
By WARREN WEAVER Jr.

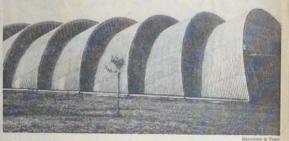
Special to The New York Times
WASHINGTON, June 29 ew York State has accuse
e Federal Power Commissio

#### eat Is Predicted or Next 5 Days; Fires Hit Upstate

Monumental Works of Man Are Depicted in Show at the New Wing Galleries of Museum







This elasticized fabric plant, designed by Danzeisen & Voser, is in Gossau, Switzerland

#### hants over Modern Museum Assays Engineering

#### Quotation of the Day

State to Check Vision 01 a Million Motorists 20,000 SEE

Turnout for Test Forces U.S. to Set a 2d One to Select Employment Advisers

2,000 POSITIONS OPEN

Appointees Will Be Trained to Help Disadvantaged Young People Find Work

By JOHN D. POMFRET

Air and Sea Search Begun for Swimmer Headed for Europe

#### News Summary and Index

#### The Major Events of the Day

#### The Other News

International

Collection:

Series.Folder:

DCM

III. 14. b

#### Modern Museum Reopens With New Wings

5,000 Hear Address by Mrs. Johnson at Ceremonies-2 Buildings Are Added to Main Structure

#### By RICHARD F. SHEPARD

proudly spread its two new in a Changing World 1884-wings for the first time yester-day in opening ceremonies at-After the dinner, more guests tended by Mrs. Lyndon B. John- came to see the opening cere-

were at last night's premiere, tion designed by Philip Johnson which saw the debut of the two Associates.

wings, a remodeled main building lobby and an expanded garden. The museum had been museum makes it possible to closed since last December for leave our 'dailyness' and see the expansion project, which cost five and a half million the daily round—for art is the

Mrs. Johnson, who wore a white silk faille gown, was accompanied by Adlai E. Stevenson, the United States repre-within." sentative at the United Nations.

They were greeted after their cent trip to the impoverished arrival at 11 West 53d Street Cumberland Mountain region

The Museum of Modern Art with seven exhibitions of "Art

son and an imposing roster of monies, and Mrs. Johnson diplomats, artists and political pressed a button that turned on figures. Five thousand special guests installed as part of the renova-

window to man's soul. Without

arrival at 11 West 53d Street
by museum officials, including
David Rockefeller, chairman of
the board of trustees.

Four hundred of the guests
had dinner in a specially redcarpeted room in the new Garden Wing hall, whose main exhibit was the 48 round tables at
which they dined.

The First Lady attended a
The First Lady attended a
The second solution of man's

The Pirst Lady attended a lacessates out also in a war to see that against the poverty of man's spirit."

The New York Times (by Zoward Haumer)

The New York Times (by Zoward Haumer)

A new museum building is at the right, with St. Thomas protestant Episcopal Church and Canada House beyond it, the museum, which reopened Continued on Page 36, Column 2

ducted while 400 other formally clad notable wandered around the museum's spacious outdoor terraces, squinting at the sunset and the shadows cast by the him birch trees. They sipped cocktails, remarked on the balmy weather, and examined the sculptures. At one point, petite Princess Artchil Gourielli (Helena Rubinstein) enlivened the premises with comments on what happened last week when thugs invaded her apartment and tried (unsuccessfully) to rob her.

"My dear, there was nothing her small brown eyes." Toouldn't have opened the safe if I'd wanted to. I didn't have the keys."

The dinner, a preface to the evening's rededication ceremonies and a reception for artists, was for donors, collectors, artists and friends of the museum. It was held in the new exhibition hall, where the temporary decorations were as studiedly simple as an abstract expressionist painting.

The floor was carpeted with red felt. The walls were completely lined with hright yellow.



ed a change a most homic wish them well.

THE NEW YORK TIMES, TUESDAY, MAY 26, 1964.

#### Dinner for 400 Is Given in the Museum's New Exhibition Hall

Artists, Donors and Collectors Attend Formal Event

CHARLOTTE CURTIS

Lyndon B. Johnson,
from a tour of the deded areas of Kentucky, was

Mrs. Lyndon B. Johnson with David Rockefeller, left, chairman, and Alfred H. Barr Jr.,
director of collections, of the museum. The painting is "The Moroccans," by Matisse.

John D. Rockefeller 3d at the reception on the terrace.





Mr. and Mrs. Edward Steichen on the way to the dinner Mrs. David Rockefeller chatting with Adlal E. Stevens





Bridge: Low U.S.-vs.-Jamaica Score Indicates Good Play by Both

SOUTH (D) AK 10742

#### Critic at Large

Gradual Easing of Tyranny in Soviet Blo Challenges Long-Held U.S. Attitudes

#### Books Today

PARKE-BERN 980 MADISON A NEW YORK Public Queti

On View Co

#### t Heckscher, former Art: Inside the Refurbished Galleries which protected adviser on the arts.

Fashion . Food . Home

New York Herald Tribune

Tuesday, May 26, 1964

# Gallery for Design



Above: New wing of Museum of Modern Art has sign designed by Chermayeff & Geismar in white Franklin Gothic letters on black, placed sideways. At right: Arthur Drexler, director of architecture and design, beside Bauhaus exhibit.







Above: Oval wash bowl in white porcelain by Douglas Scott for Ideal-Standard of Italy is new acquisition in industrial art section of Philip L. Goodwin Galleries on second floor of new wing of museum opening tomorrow. At left: Platform of twentieth century furniture shows Corbusier cube chair at center.

By Harriet Morrison

The Misseum of Modern Art's new wing, opening tomorrow, includes a place for a continuous exhibition of things from houses to tumblers. Until now, the objects have been brought out only now and then.

The place is the new Philip L. Goodwin Galleries on the second floor, behind a room of Matisse paintings. Mr. Goodwin was the chief architect of the museum's original building and for many years the chairman and principal patron of its department of architecture.

The galleries open with a raview of design in this century. There are several recent acquisitions to the museum collection exhibited for the first time, but most of the items in the new gallery will or familiar. The interesting fact is that some of the old, familiar. The interesting fact is that some of the old, familiar items look new and fresh. One in particular that stands out in terms of today, it Corbuster's cube-shaped leather lounge chair with ateel frame, circa 1927. The square shape with sawed off back the same height as the arms is found in several versions in today's market.

The new destin galleries are carpeted in dark gray. The entry has being walls and pollshed aluminum letters

spelling out Philip L. Goodwin Galleries. In the entitywal is the oldest object in the show: a 19th-century Thomes bentwood chaise from Austria.

Once through the entry, the visitor emerges into a large, white-walled room with niches filled with historie objects and a platform of furniture (mostly chairs) from about 1910 to 1964. Recent furniture designs include an indoor-outdoor metal chair by New Yorker Darrell Landrum for Avard Inc., with resilient steel mesh cushions engineered by Louke J. Zerbee; a Swiss table with steel base by Eichenberger and Rohner; a round rattan chair by Kemmochi of Japan; and a 1963 sling sofa with bent steel tube frame by George Nelson & Co.

There's an arrangement of Tiffany glass in one show-case and a selection of formal de Still and Bauhaus tes pots, chess sets, ashtray and table lamps in another case. The display of hand-crafted objects includes ceramic and class pieces and textiles from all over the world.

Industrial design steals the show with a wall filled with prophetic items like printed circuits and other electronic components. One of these is a rectangular shape filled with colored wires. It's an honest to goodness working part of

an electronic system. Two hits of the show are a 1861 tooster by Dieter Rams for the Braun Company, in Germany and an oval wash bowl by Douglas Scott for the General Standard company in Italy, a mail room devoted to architecture holds three quits different models of houses. There's a model of the Robie house by Frank Lloyd Wright, a model of the round sluminum Dymaxion house by Buckminster Puller, and the Savoye house by Le Corbusier. A tall metal column demonstrates a structural system called "fleating compression" by Kenneth Snelson. Drawings by Mies van der Robe and Louis Kahn are in the new gallery.

On the first floor of the new wings looking out on the sculpture garden is a special schubiton of objects by the Braun Company of Germany and the Chemex Corporation of New York, arranged nork and cound while Braun licems are steel, placif and square. Chemex Braun in terms are steel, placif and square. Chemex makes giass pois and Braun makes record players and kitchen machines when the accord phase of the museum's building program is complete, the architecture and design collection will be shown in an even larger space.

The Unived Mother

#### How Her Family Reacts to the New

Second of a Series
By Gail Sheeby
"My giri is a nice girl. Not
the ordinary kind who gets
in trouble. I hope you have
other nice girls there."
The names change. But
every day scores of mothers
home—and none of these
home—and none of these
home—and none of these
daughters is "the ordinary
kind who gets in trouble."
There are at lesses six
people initimately involved
in an extramarital pregnancy.
When the single girl gets back
her poditive pregnancy test.

#### Glib Girls

#### Mother Is Kind

#### No Solution

The Museum of Modern Art Archives, NY

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III. 14. b

FINAL

## DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER

7¢

Vol. 45. No. 288 Copr. 1984 News Syndicate Co. Inc.

New York, N.Y. 10017, Tuesday, May 26, 1964\*

WEATHER: Sunny and pleasant.

# TIRED OF IT ALL, BUTLER KILLS 2

Storly on Page 2

12 Mural Pickets Seized at Fair

-Story on Page ?



Art Appreciation. David Rockefeller, Lady Bird Johnson, and Alfred H. Barr Jr. (l. to r.) sit before Matisse's "The Moroccans," at opening of new galleries and enlarged sculpture garden of the Museum of Modern Art The President's wife was the guest of honor at the gala opening, a highlight of the social season.

—Story on page 26

Collection: Series.Folder: The Museum of Modern Art Archives, NY III. 14. b DCM

DAILY-NEWS, TUESDAY, MAY 26, 1964

## Lady Bird & Society Glow at Modern Museum



Lady Bird Johnson is escorted by Mr. and Mrs. David Rockefeller at the opening of the museum. They are walking past Matisse's famous work, "The Dance."



Architect Philip Johnson (left), responsible for the museum and missed and seems of the museum and the gardens.

Architect Philip Johnson (left), responsible for the remodeling, chats with the Bernard Gimbels.

By NANCY RANDOLPH

If they gave Oscars for the greatest parties, the Museum of Modern Art would have another statue to dust off today. Not that the new galleries and expanded sculpture gardens need any further decoration. But last night's was not only the most important but the most highly populated (5,000 guests) revel of any recent New York season.

Great names with vast fortunes——known to all who can read——milled through the museum and the gardens, with Mrs. Lyadon Baines (Lady Bird) Johnson up from the capital to dedicate the mew wings and to turn on the lights in the gardens.

Architect Philip Johnson (left), responsible for the remodeling, chats with the Bernard Gimbels.

St. The First Lady wore a dress—above-ankle-length at the front, and the gardens, with Mrs. Washburn, Sir Herbert Read, president of the lights in the gardens.

She called "Hi" to several found the back—of the lights in the gardens.

Architect Philip Johnson (left), responsible for the remodeling, chats with the Bernard Gimbels.

Alphand in a pale ble Lanvin with a cascade of white organdy bowd dedicating cremonies began with own the refunction. But last night's was not only the most important but the most highly populated (5,000 guests) revel of any recent New York as a served by wash or only the most important but the most highly populated (5,000 guests) revel of any recent New York as a served in white Mrs. Lashburn, as a speech by President Burden, and off to Europe on June 5th.

Mrs. John D. Rockefeller 3d In Stained Glass Colors and rhinestoned bodice.

She called "Hi" to several for the beach—of white Mrs. Jashburn, Sir Herbert Read, president of the listitute of Contemporary Arts in London, with Lady Read.

Mrs. John D. Rockefeller 3d In Stained Glass Colors and The London, with Lady Read.

Mrs. John D. Rockefeller 3d In S





Col. and Mrs. LeRay Berdeau were among the 5,000 guests at the brilliant social gathering.



Secretary of Interior Stewart Udall attended with his wife (left). At right is Mrs. Albert Lasker. The museum, closed since September, will be open tomorrow.

Series.Folder:

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III. 14. b





Vol. 45. No. 288 Cope 1964 News Syndicate Co. Inc.

New York, N.Y. 10017, Tuesday, May 26, 1964\*

WEATHER: Sunny and p

# TIRED OF IT ALL. BUTLER KILLS 2

Seize 12 Pickets at Arab Pavilion



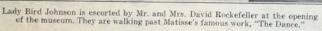
Art Appreciation. David Rockefeller, Lady Rird Johnson, and Alfred H. Barr Jr. (I. to r.) sit before Matisse's "The President's wife-was the guest of honor at the gala opening of new galleries and enlarged sculpture garden of the Museum of Modern Art.

—Story and other pictures page 26

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	DCM	III.14.6

DAILY NEWS, TUESDAY, MAY 26, 1964







Architect Philip Johnson (left), responsible for the remodeling, chats with the Bernard Gimbels

# Lady Bird & Society Glow at Modern Museum

By NANCY RANDOLPH

If they gave Oscars for the greatest parties, the Museum of Modern Art would have another statue to dust off today. Not that the new galleries and expanded sculp-portant but the most highly portant but the most highly populated (5,000 guests) revel of any recent New York Ambassador with Mme. Herve a decarded any further decoration. But last night's was not only the most important but the most highly populated (5,000 guests) revel of any recent New York Ambassador with Mme. Herve all the casended and first the casended sculp-large and the granded sculp-large





Col, and Mrs. LeRay Berdeau were among the 5,000 Secretary of Interior Stewart Udall attended with his wife (left). At right is Mrs.

Albert Lasker. The museum, classed since September, will be open temorrow.

Collection: Series.Folder: The Museum of Modern Art Archives, NY III. 14. b DCM

#### ART

#### A New Maturity

By CAMPBELL GEESLIN

NEW YORK — The Museum of Modern Art reopened last week after an extensive, \$7 Mil-lion overhaul which included the addition of two wings so large that exhibition space has been almost doubled.

The garden terrace, a favorite meeting place for many New Yorkers and tourists, is much larger too.

THERE WERE 5,000 artists, museum members and special guests for the ceremony in which Mrs Lyndon B. Johnson filipped a switch which flooded the sculpture-filled garden with light and started the fountains in the marble

light and started the fountains in the marble pools.

Director Rene d'Harnoncourt said that the museum now has on view "more than 400 paintings and sculptures from our world-famous collections — an unrivaled review of the art of our time." There is also a new area with space to display drawings and prints, another for photographs and special galleries set aside for architecture and design.

And the Museum of Modern Art is suddenly a mature lady — exceedingly stylish, of course. With her age and stupendous wealth she is also eminently respectable. She is no longer just chie. She is an institution.

Once, I had an idea that I knew every painting and sculpture that belonged to her. A pleasment, two-hour ramble was all it took to review the old favorites: Matisse's "Piano Lesson," Somard's table, the Modigliam nude, Picasso's "Three Musicians." And the two hours would be enough to include any special exhibit that happened to be going on. But that was when the museum was much younger.

IF ANY ONE HAD any doubts about the

when the museum was much younger.

IF ANY ONE HAD any doubts about the museum's maturity, about the fact that she is the most important single institution in the art world today this greadly expended version will dispell them.

The Museum of Modern Art has always been a style setter, and in this re-incarnation she is more polished, more confident, more self-assured than ever before. The major canvases in the entrance lobby look as if they were painted especially to decorate the heavy pillarpanels.

panels.

Because of the wealth and respectability of the founders, the Museum of Modern Art has always had prestige, but it has been controversial because it refused to follow the patterns set by earlier museums. During the 35 years the museum has been in existence, art has changed more rapidly and drastically than ever before in its history. The museum set for itself the task of staying abreast of what was happening in art rather than trying to accumulate the significant works from the past that had proved themselves.

BEFORE THE MUSEUM of Modern Art

past that had proved themselves.

BEFORE THE MUSEUM of Modern Art, museums were storehouses. The Museum of Modern Art has plenty of art stored away, but its real contribution always has been the discovery of trends, new styles, new methods, and the almost simultaneous defining, labeling and publicizing of these trends.

Once the museum recognizes a trend, it becomes an established art form. Few other art institutions have ever had that power — or responsibility.

The superh quality of the works on display.

sponsibility.

The superb quality of the works on display in the remodeled museum are an indication of the quality of judgement and taste that have gone into building the best collection of our era's art that exists.

era's art that exists.

If the paintings are hung, crowded together, in conventional museum style, the rest of the displays follow the far more desirable and interesting Bauhaus dietum of simplicity and spareness. The arrangements of photographs and prints, in the two temporary exhibits on view on the first floor are superb examples of display at its best.

of display at its best.

THE ARRANGEMENT of furniture, objects and posters is one of the most attractive that I've ever seen — the Museum of Modern Art has always done this kind of display flawlessly. But another sign that the Museum of Modern Art has moved into a new phase is its sheer size. A two-hour ramble is no longer enough. I suspect that one day now is not enough to give one a reasonable idea of what the museum has awaiting visitors. When the Whitney Museum next door moves out and the modern museum takes it over, then one will have to



HENRY MOORE'S 'RECLINING FIGURE II' IN MUSEUM OF MODERN ART'S COURTYARD Returned Home After Winter Visit in Front of Museum of Fine Arts in Houston



HENRI MATISSE'S 'PIANO LESSON' Large Oil Is in Gallery With Other Matisse Works



LEGER'S 'FACE AND HANDS' Drawings Have New Gallery



HENRY CALLAHAN'S MULTIPLE EXPOSURE Photography Has Permanent Display Area

choose which things one wants to see on each visit.

visit.

And those of us who have known the museum for years were jarred to find many of our friends have been moved. In the case of the Matisse works—they are assembled in one room except for the dancers down in the lobby—the result is superb. But the group of Juan Gris still lifes, all lined up side by side, diminish each other. Pleasso's work is scattered all over the place on every floor and in every department; his versatility has made this inevitable.

evitable.

But the overall placement of the paintings, in their historical and style categories, is wonderfully revealing. No other institution could do it, and it's difficult to imagine that it could ever be better than this.

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THE HOUSTON POST SECTION I, PAGE 7

#### REMODELED AND ENLARGED

# First Lady Reopens

day and its sixth physical ex-pansion. As the official patron-ess, Mrs Johnson headed a brilliant array of guests — don-ors who made the building pro-gram possible. gram possible.

Modern Art Museum

NEW YORK — — Mrs
Lyndon B. Johnson rededicated the remodeled museum of modern art Monday night — a museum she described as an "open door for all who seek enrichment of spirit."

The First Lady, accompanied by United Nations Ambassador Adlai E. Stevenson, was greeted by about 30 Greenwich Village artists picketing with placards and balloons across the street.

The artists, who are petitioning the city officials to insure legalization of loft-living for New York's artists, chanted:

THE GALA reopening celebrated the museum's 35th birth
THE GALA reopening celebrated the museum's 35th birth
THE GALA reopening celebrated the museum's 35th birth
The race and curious tourists from America and abroad, the museum closed its galleries last Dec 2 to make the first step, costing \$5.5 Million, in an expansion that eventually will run to \$7 Million.

ITS MAIN building on 53rd Avenue, has a new entrance which leads the visitor into a greatly enlarged main hall.

There is a new six-story wing to the east, housing galleries for three departments which had no exhibit space at all—photography, prints and drawings, and architecture and design. There also is a new one-story garden wing, with a fer-race above it.

Collection:

Series Folder

14

THE NEW YORK TIMES, TERSDAY, MAY 26, 1964.

The Storm Night by Vincent Vin Gogh.



Piper" mindrement has Propose House



The Rays by Arande Moule





Complete Book wheel Park







# Tomorrow the Museum of Modern Art re-opens enlarged, extended, expanded...and exciting

Happy day for New York! For tomorrow the Museum of Medern Art closed for expansion, opens its doors again. Opens with more space for shows and collections, a permanent photography gallery, new galleries for drawing and prints, for architecture and design, new classrooms, and a scalinger garden on thous levels.

This is the 6th time the Museum has expanded in its 35 years, and ever more building is to come. There must be a good reason for such success, and there is, Imporator in what it has shown and how it has shown it, the Museum has not only been part of the New York scene but part of our lives. Showing us architecture, photography, movies, good design in the service of the New York scene but part of our lives. Showing us architecture, photography, movies, good design in derivative or the service of the countries. As well as paintings, sculpture drawings and prints. Its influence is unmeasured, but immeasurable and not just here, but all over the country, even the world. When

Today the Museum is home to the furemost collection of the visual arty anywhere. And it has a spectacular past to look back on ... everything

from the first large scale exhibit of modern American paintings sent to Paris to the first international film archive. If you are one of the faithful and 700,000 people a year visit the Museum), we don't have to tell you that it is not only significant, but a delight. Stimulating. Often controversial, Always exciting. If you haven't been to the Museum in the past law years, what better time than now... to see its bigger home, its treplendous opening exhibit "Art in a Changing World", actually nine

What has Macy's got to do with the Museum of Modern Art? Simply this: New York is proud of this extraordinary museum and New York's 19 tole is Macy's pride as well. Because the world's largest store is part of New York. In our modest way, we too have changed the way you live. If on the first comprehensive showing of modern furniture to an Italian Festival that introduced the new Italy to New York. It's true that if you haven't seen the Museum of Modern Art, you haven't seen New York.

Macy's and all New York welcome back the Museum of Modern Art

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	DCM	III.14.6

Art

Although the growth pattern of museums is probably not susceptible to charting (they are born, grow and sometimes, in effect, die), one may not unreasonably say that the Museum of Modern Art came into its maturity last Wednesday, 35 years, almost to the day, since its founding. That would set its maturation point at 10 years, later than no leady and the state of the at 10 year's later than an elephant's, 14 later than a man's, but very much earlier than most major museums

A visit to its reopened, now twice enlarged and extremely handsome premises makes clear that the in-fant born with a gold spoon in its mouth, yet finding room, as it grew, sometimes to put its foot into that mouth, too, the while it also made all kinds of attention-calling adolescent noises, has developed into an adult of rare stature. Its tremendous inheritance has, through shrewd and careful management, increased immeasurably. But more significant than this growth by accretion are its enormous inner development and what appears to be a new concept of responsibility and sense of purpose and place. This is the real measure of maturity in man

museum.
"Place" here is used in both the literal and figurain fact inscoarable. The new tive senses. The two are, in fact, inseparable. The new Museum of Modern Art will be able to accomplish its new purpose the more readily because of its new size. The purpose has been altered and clarified because the larger place in which the museum functions has, since its founding, and by its own efforts, changed so much.

Stated summarily, the Museum of Modern Art, when it was first conceived, gave itself the two-part job (in its department of fine arts) of acquiring and displaying works by the then largely unfamiliar masters of the modern movement, and of encouraging the efforts of new artists while developing an audience for them. Many observers, over the years—I among them—criticized the museum often and sharply for what they felt was a harmful imbalance. Far too much attention was was a harmful imbalance. Far too much attention was paid to what was simply new and shocking. The modern—now quickly becoming "old"—masters were insufficiently emphasized as the museum began to evolve for tiself a curious sole that had now seemed by the land of the land itself a curious role that had never existed before. It me a showman-journalist, presenting breathless hotoff-the-easel efforts without apparent concern that in the public mind the very fact of their showing on the premises constituted official museum endorsement. Disapproval of what the museum did not show was just as strongly implied.

This is no time to rake up old coals. The important thing is that the museum, through its programs, lighted fires so bright and so high that sparks flew clear across the country and even the ocean, igniting other fires in other cities, and, of course, here at home. It was more a series of signal-fires, perhaps, than a source of steady heat. But the light, the whole climate, were exhilarating beyond expectation or measure.

The result has been an enormous and ever-growing public to whom modern art is an indispensably invig-orating fact and way of life. But it is an audience immune to shock and, too often, innocent of standards. It is today being served by innumerable galleries and many new museums—in New York alone are the Guggenheim and the Jewish Museum—which, taking their cue from the Museum of Modern Art's own phenomenal success, have far outdone it in showing immediate, unquestioning hospitality to the new. So quick and so overwhelming has been their espousal that even within the six months the Modern Museum was closed for remodeling, the newest ism, pop art, has been pushed to the point of enshrinement—or interment, if you prefer the new Academy.

All this leaves the museum's new role-to develop

#### The Modern Museum Comes of Age

by Emily Genauer



Among the new acquisitions at the Musuem of Modern Artz George Segal's "The Bus Driver," Picasso's "Two Women."



not only a large and excited audience but a discriminating one-clearer than it has been in years. Perhaps one brief instance might be cited to point up the dif-ference between old role and new. Some 30 years ago the museum presented a memorable exhibition of surrealist art in which, through works by artists as gifted as Tanguy, Magritte, Dali, it proved how the precision and irrationality of dream could be made the basis for a brilliant new style of painting. It also included in the exhibit a fur-lined cup and saucer because, the catalogue said, of "its extraordinary and disquieting fascina-

logue said, of "its extraordinary and disquieting fascination." No value judgements were offered or suggested.

Just a few minutes ago there arrived with my
afternoon mail an envelope containing a small, real
pillow-slip with the word DREAM steneiled on it, and
an announcement of a new one-man show by an artist
who "uses the pillow to trap fragments of dreams...

(with) fragments of everyday reality." Here, then, is
the difference between real art-relating-to-dreams, and
a literal non-art also claiming to deal with dreams. The
pillow-slip is a fair sample of the nightmares that every
day are being presented in galleries all over New York. day are being presented in galleries all over New York. It is, at the same time, one indication of why the museum must now go the way of art alone, sans tricks, rather than that of the non-art it too often showed in the past. For the non-art, "approved" and more easily come by, was what was latched onto.

Apparently it has now chosen to go that way, realiz-ing that what it fought to preserve for artists, the right and even the duty to change as environment changes, is also the prerogative of museums

also the prerogative of museums.

According to evidence on the newly reopened premiese, the emphasis henceforward is going to be on standards. A very much larger part of the museum's great 19th and 20th-century masterpieces will remain on permanent view than ever before, functioning as a constantly available gold bar against which the new, which will also be shown, must be measured.

But even silver bars, as it were, will be conveniently on hand for testing and weighing purposes. For instance, Richard Lippold some years ago executed a complicated construction of silver wires called The Moon which, without being a masterwork, perhaps, remains one of America's more poetic pieces of 20th-century sculpture. Now, placed opposite it in a niche of remains one of America's more poeter pieces of 20th-century sculpture. Now, placed opposite it in a niche of its own, is an example of George Segal's pop-art con-structions, a cast-from-life plaster figure seated deso-lately driving a bus taking him nowhere, whatever its own destination. This is the way to show such works, up against what has proved itself to have lasting value. The Segal stands up, too, very effectively.

Opeaking of destinations, I hope there is one the new museum will look to as it faces a brilliant new future in which it recognizes that because its old trailblazing role has been usurped by other galleries and museums, it will do best to perform a new standardestablishing one no other museum has the necessary treasure to perform.

That is to re-examine and broaden its source of financial support. The museum's attendance for the last complete fiscal year before it closed was just under 750,000 (the fee for adults is \$1; for children \$.25). It raised more than \$25,000,000 in its brief building drive in record time. But eight individuals contributed more than \$1,000,000 each; 25 contributed from over \$100,000 to \$1,000,000; 314 contributed from \$1,000 up to

Yet its members, who pay \$18 annually if they live in New York or its suburbs, \$15 if they are non-resident, total less than 30,000 despite the fact that membership priviliges are many, including free admission at any time. The museum ought to try to figure out why. Can it have been, up to now, the show-business character of too many of its activities? Is it not possible that very many more persons will be able to identify with, even experience a proprietary feeling toward the museum in its new role, as they never could when they came to it, many of them, just for fun and games, the material for dinner-table conversation, and oldtime movies?

Section 2

New York Actald Tribune

Sunday, May 31, 1964

# These Are the Parties That Were

At the Art Openings



Photos by Frederick Eberstadt, Jill Krementz and Eve Arnold

The enlarged Museum of Modern Art reopened Monday, At the ceremonies were:

1. Mrs. Lyndon B. Johnson, in a white silk faille gown studded with gold beads and rhinestones (giant signature of Frank Lloyd Wright is visible on yellow felt wall behind her). 2. Mrs. William Paley. 3.

Mrs. Jean Murray Vanderbilt. 4. Tiger Moree in print shift, with Mary Themo and Jacques Kaplan. 5. Peggy Hitchcock in petaled dress. 6. One of the evening's more extraordinary costumes.

At Henry Koehler's opening in Westbury,
L. I., at the Country Art Gallery Sunday
were: 7. Sandra Wright and Anthony
Mason. 8. Mrs. Anthony Mason. 9. Countess Solange de la Bruyere, Fredrick Melhado, Norman Hickman.







THE NEW YORK TIMES, SUNDAY, MAY 31, 1964.

#### NO PLACE LIKE IT . . .

In a Brilliant Display, the Museum of Modern Art Summarizes Its Impressive Record



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