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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	EMH	I.12.a

Advisory Committee
Recommendations
(Reports and statements)

THE MUSEUM OF MODERN ART
PROPOSED EXHIBITIONS - 1941-1943

- ecture
 - Britain at War
 - Furniture Competition (Dept. of Industrial Design)
 - ings, Rugs, etc.
 - ects
 - ica (painting, sculpture, drawings, prints)
 - ny Show (negatives and prints)
 - leth Century Portraiture (Advisory Committee)
 - ic Control
 - ecture "Salon"
 - 1930 (or
 - itions of Modern Art)
 - r Art
 - f the Postage Stamp
 - n" of Industrial Art or Photography
 - re and Ballet Art
 - ssionism
 - leth Century Caricature and Cartoon
 - ition of Bridges
- Exhibitions scheduled for the above period:

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THE MUSEUM OF MODERN ART
PROPOSED EXHIBITIONS - 1941-1943

TVA Architecture
The Art of Britain at War
Results of Furniture Competition (Dept. of Industrial Design)
Miro Paintings, Rugs, etc.
Useful Objects
Young America (painting, sculpture, drawings, prints)
Photography Show (negatives and prints)
Twentieth Century Portraiture (Advisory Committee)
Traffic Control
Architecture "Salon"
Since 1930 (or
Definitions of Modern Art)
Shaker Art
Art of the Postage Stamp
"Salon" of Industrial Art or Photography
Theatre and Ballet Art
Expressionism
Twentieth Century Caricature and Cartoon
Exhibition of Bridges

Additional Exhibitions scheduled for the above period:

Results of Architectural School Competition
Analysis of Modern Methods of Teaching Art
Small House Competition (actual construction in garden)
Isadora Duncan (Dance Archives)

Other Major Exhibitions Proposed:

Modern Romantic Art
Modern Realism
Modern Classicism
The Walter Conrad Arensberg Collection
American Painting and Sculpture by Women

Proposed One-Man Shows:

Eilshemius
Kuniyoshi
George Grosz

EARLY MUSEUM HISTORY
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EXHIBITIONS PROPOSED BY THE EXHIBITIONS COMMITTEE OF
THE ADVISORY COMMITTEE OF THE MUSEUM OF MODERN ART

1. Art Made for Reproduction. An exhibition which would analyze the modern trends in commercial art such as advertisements, posters, book illustrations and jackets, magazine covers, etc. - Proposed by Mr. Brennan, Mrs. Lewisohn, Mr. Bull.
2. Modern Art in the Lyric Theatre. A comprehensive exhibit of the work of modern artists in the theatre, ballet, opera, etc. Proposed by Mr. Kirstein.
3. The Techniques of Modern Art - A detailed display of the various techniques used by modern artists, including pastel, tempera, gouache, oils, lithography, silk-screen, etc., as well as the various media of modern sculpture, etc., each display to culminate with a modern masterpiece done in the particular medium. - Proposed by Mr. Wheeler.
4. A Large Retrospective Exhibition of the Work of Georges Rouault. Proposed by Mr. Soby.
5. Photography and Art: Their Inter-relation. The emergence of photography as an artistic medium, with documentation on the esthetic viewpoint of early practitioners; the influence of photography on art and vice-versa. - Proposed by Mr. Soby.
6. Religious Art. The purpose of this exhibit would be to stimulate the use of a higher quality of contemporary art for ecclesiastical purposes. - Proposed by Mr. Cuypers.
7. Tools and Machines as Art Forms. A large exhibition of contemporary tools, instruments and machinery (the latter to be shown in operation), all selected for intrinsic beauty of design. Proposed by Mr. Brennan.
8. Modern Caricature and Cartoon. A thorough survey of modern satirical and comic draftsmanship from living masters to daily cartoon and comic strips. - Proposed by Mr. Wheeler.
9. Marvelous failures. An exhibit of art and decoration held in disesteem at the time it was made and now cherished, or vice-versa. Proposed by Mr. Kirstein.
10. Postage Stamps and Currency. An exhibition to stimulate the use of important modern artists in designing stamps and currency. Proposed by Mr. Barr.
11. A Comprehensive Show of Living South American Artists. (for example, Torres Garcia, suggested by Mrs. Russell) - proposed by Mr. Janis.
12. Twentieth Century American Folk Art - proposed by Mr. Janis.
13. The Late Work of Louis Eilshemius - proposed by Mr. Janis.
14. A Definitive Showing of the Work of John Kane - proposed by Mr. Janis
15. A Comprehensive Showing of the Work of Atget - proposed by Mr. Janis
16. Exhibition to show how Materials, Tools and Functions Determine Appearance of Modern Useful Objects - Proposed by Mr. Hare.
17. The Work of Pierre Bonnard - Proposed by Mr. Soby and Mr. Wheeler
18. The Work of Edouard Vuillard - Proposed by Mr. Soby and Mr. Wheeler
19. The Work of Amedeo Modigliani - Proposed by Mr. Wheeler

EARLY MUSEUM HISTORY
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Digest of Recommendations and
Suggestions of the Advisory Committee
of the Museum of Modern Art

November 1938 - May 1941

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Digest of Recommendations and
Suggestions of the Advisory Committee
of the Museum of Modern Art

November 1938 - May 1941

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ADVISORY COMMITTEE
November 1938 - May 1941

Following are exhibitions recommended or endorsed by the Advisory Committee during the period 1931-1938, which have been scheduled by the Museum since that time:

Frank Lloyd Wright	1. A New House by Frank Lloyd Wright (1937-1938) 2. Frank Lloyd Wright, American Architect (1940-1941)
Useful Objects	1. Useful Objects Under \$5. (1938-1939) 2. Useful Objects Under \$10. (1939-1940) 3. Useful Objects of American Design Under \$10. (1940-1941)
Industrial Art	Industrial Art Exhibition (Art in Our Time, 10th Anniversary Exh'n, (1938-1939)
Picasso	Pablo Picasso - 40 Years of His Art (1938-1940)
Rousseau	Rousseau exhibition scheduled for 1941-1942

Other recommendations, endorsements and suggestions made by the Advisory Committee during 1931-1938, which have since been taken up are:

Lecture hall in new building	New Building, opened May, 1939, contains large auditorium.
Publication of a Bulletin	Publication of Bulletin continued: Vol. 6, 6 issues, Feb. 1939 - Jan. 1940 Vol. 7, 6 issues, Apr. 1940 - Oct. 1940 Vol. 8, 5 issues, Nov. 1940 - July 1940
Advisory Committee Purchase Fund Continued	Purchases: 1938-1939: Nelson: <u>Model of Suspended House</u> 1939-1940: Calder: <u>Lobster Trap and Fish Tail</u> , mobile. Exchanges: 1938-1939: Arp: <u>Relief</u> (in exchange for relief purchased in 1936, cracked, returned to artist) 1940-1941: Ferren: <u>Composition</u> in

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Ferren, cont. exchange for relief purchased in 1936, damaged)

Daylight Gallery in New Building

New building has daylight galleries.

Separate Department of Industrial Art

Department of Industrial Design, under direction of Eliot F. Noyes, established in March, 1940.

Establishment of a Theatre Art Department

The Dance Archives formally opened in March, 1940, not as a department, but as part of the Library, for public reference.

Educational Project

Inaugurated 1937-1938 under direction of Victor D'Amico; continued 1938-1939, 1939-1940, 1940-1941, 1941-1942 with additional support by Foundations.

ART HISTORY
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Recommendations, Suggestions and Endorsements:

Accomplishments:

(In many cases the "recommendations" were rather the endorsement by the Advisory Committee of incipient plans originated from various sources. Asterisks denote repetitions of suggestions which were eventually reconsidered and fulfilled.)

1938-1939

Educational Project continued. Advisory Committee urged to contribute, and to assist in raising funds for its support.

Partially supported by a grant from a Foundation, and partially through contributions raised through the efforts of the Committee.

Endorsed policy formulated by the Executive Committee regarding purchase of American works of art.

Visits to Private Collections continued.

William S. Paley Collection, January 17, 1939.
Edward M. M. Warburg and Gatesby Jones Collections, March 7, 1939.

Continuation of Advisory Committee's Purchase Fund

Purchase: Model of Suspended House, by Paul Nelson.
Exchange: Arp, Relief (in exchange for Relief purchased in 1936, damaged)

Admission Charges: 10¢ on Sunday, (5¢ to children), 25¢ on other days, no free day. Additional day for 10¢ charge if Sunday attendance increases.

25¢ daily and 10¢ Sunday admission charges in effect from opening of building until Italian Exhibition closed, when the charge was changed to 25¢ every day.

Adopt liberal policy to admit students and artists free.

Artists' Admission Memberships for \$1.00 established in August, 1939. Students in groups admitted for 20¢.

Requested an Exhibition Room for the Advisory Committee, to include the Trustees' Room. (see pages 7 and 8 for Advisory Committee's exhibitions)

Use of corridor only on sixth floor granted by Trustees in April, 1939. However, Advisory Committee exhibits and works from the Museum's collections have been hung in Trustees' Room.

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1938-1939 (cont'd)

Exhibitions Recommended for
Advisory Committee:

Twelve Unknown American Painters)
Growth of Picasso's Work)
Juxtaposition of pictures, poems,
writings, etc., of artists who did
more than painting and sculpture.
Influence of Writers on Painters:
quotations, drawings, sketches.
Exhibition to explain the aesthetic
reasons for the growth of "mis-
drawing" and the tendency toward
abstraction.

(Advisory Committee Exhibitions #1 and 2
(see page 7

A series of 5 exhibitions on theme
"Art today as in all periods of
history develops its forms from
the needs of the people, their
preferences and familiar tech-
nique."

Exhibition of objects which were at
one time considered in bad taste
but which are now accepted.

Industrial Art products and the re-
lation of their form to the ma-
chine which produced them.

Sources of Modern Art

Endorsed idea of exhibition of prints,
America Today, for Advisory Committee,
(Prints to be reproduced in quantity
for exhibition and sale throughout the
country.)

Advisory Committee to finance its own
exhibitions.

Committee raised funds for all of its
exhibitions, except the second, which
was partially financed by the Circulating
Exhibitions Department.

Trustees formulate an acquisitions and
exhibitions policy**

Member of Advisory Committee to attend
meetings of the Trustees Acquisitions
and Exhibitions Committees.

Advisory Committee represented at meetings
of these Committees.

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Continuation of Advisory Committee's
Purchase Fund

Purchase: Calder, Lobster Trap and Fish
Tail (mobile)

Exhibitions:

20th Century Portraits**
(Same subjects in different media)
Paintings by Braque

The following exhibitions were recom-
mended in January, 1940, not as a pro-
gram but to be fitted into a two year
program:

- Art Made for Reproduction
- Modern Art in the Lyric Theatre**
- The Techniques of Modern Art --
- Marvelous Failures
- A Comprehensive Show of Living
South American Artists
- Modern Caricature and Cartoon
- Retrospective Exhibition of the
Work of Georges Rouault
- Tools and Machines as Art Forms
- Influence of Oriental Art on
Modern Art
- Photography and Art: Their
Inter-Relation
- Postage Stamps and Currency
- The Work of Pierre Bonnard
- The Work of Edouard Vuillard
- The Work of Amadeo Modigliani
- A Comprehensive Showing of the
Work of Atget
- 20th Century American Folk Art
- The Work of Louis Eilshemius
- A Definitive Showing of the
Work of John Kane
- The Artist's Choice
(Comparison of the approach of differ-
ent artists to the same subject)
- Paintings and Photographs of the
Same Subjects by Different Artists.
- Stained Glass and Mosaics
- Ceramics

cf P.8 for Advisory Committee's Exhibition
#5, Techniques of Modern Painting.

Educational Project continued and
expanded.

Increased grants from Foundations.
Participation in three-year experimental
program. Similar programs were instit-
uted by Cleveland Museum of Art, Art
Institute of Chicago, Milwaukee Art
Institute, Albright Art Gallery in Buffalo,
under grants of General Education Board.

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1939-1940 (cont'd)

Visits to Private Collections continued.

Lewisohn Collection, Jan. 17, 1940
David M. Levy Collection and
Maurice Wertheim Collection,
April 23, 1940.

Continuous changing exhibitions of works in the Permanent Collection in order that the Permanent Collection and recent acquisitions may be shown in their entirety within the next two years.

1940-41, after Indian Exhibition, third floor assigned for changing Permanent Collection Exhibitions: works from Permanent Collection shown in Auditorium Gallery and on sixth floor. Small room on first floor used for exhibiting recent acquisitions.

Recommendation for Traveling Exhibitions from the Permanent Collection.

Continuation of loans from the Permanent Collection to other institutions, and of circulating exhibitions containing works from the Permanent Collection. It is not possible to make complete Circulating Exhibitions from the Permanent Collection because of the use of the material at the Museum.

Catalog Permanent Collection

Summer, 1940: Preliminary mimeographed list of collection prepared by Advisory Committee.
1940-41: Reports of additions to Permanent Collection published in Bulletins.
1941-42: Definitive catalog in preparation.

Preliminary recommendations to Trustees regarding acquisitions, use, content, and disposition of the Permanent Collection.

In 1940-41: at the request of the Board of Trustees, the Advisory Committee's Subcommittee made an extensive study of the Permanent Collection and prepared a report embodying their findings and recommendations.

Members to be informed regularly of the paintings in the Permanent Collection on view in the galleries.

1940-41: Exhibitions listed in Bulletins. Notices sent to members.

Continuous exhibitions in galleries, eliminating necessity for closing Museum entirely between shows.

Continuous program of exhibitions from April 27, 1941 on.

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1939-1940 (cont'd)

Endorsed plan for participation of Museum in Federal Art Project.

Disapproved exhibition of Italian Masterpieces.

Exhibition held Jan. 25 - April 7, 1940

Requested expression of policy of the Museum regarding its major functions-- as an exhibition gallery and as a laboratory of modern art.

Picasso Exhibition to be shown again in the Museum after its tour of the country.

July 15-Sept. 7, 1941, Exhibition of Masterpieces of Picasso (a selection from the larger show)

Major exhibitions to remain on view for longer than six weeks.

First Exhibitions of the Advisory Committee installed.

1. Contemporary Unknown American Painters (Oct.-Nov. 1939)
2. Visual Analysis of a Painting by Picasso (Spring, 1940)
3. Paris in Wartime (Apr.-May, 1940) (12 gouaches by Bernard Lamotte)

Visual Analysis of a Painting by Picasso turned over to Department of Circulating Exhibitions.

1940-1941 circulated among 6 institutions. In September, 1941, already scheduled by three institutions for 1941-1942.

Recommendation that the Portrait Exhibition should consist of portraits of the same person in as many media as possible and not limited to 50 American Portraits**

Endorsed PM competition and Exhibition.

1939-40: Competition and Exhibition, The Artist as Reporter

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1940-1941 (continued)

Make Scenario for Exhibition "X", available to Advisory Committee; make use of plan in some way--book or film.

1940-41; Copies of Scenario mimeographed and sent to the Advisory Committee.

Museum include topical exhibitions in its program:

Posters of this and last war Architecture Exhibitions--air raid shelters, defense housing, reconstruction projects.

Art of Britain at War, 1940-41, contained Poster section.

Industrial Art--well designed inexpensive objects to meet a possible lowering of the standard of living.

Exhibition--Useful Objects under \$10, held December 1941.

Museum attempt to improve the quality of poster design by means of competitions and exhibitions.

National Defense Poster Competition and Exhibition, Summer, 1941: Posters for Air Recruiting and Sale of Defense Bonds. Government has reproduced the winning design for Defense Bond Poster.

Exhibition:

Works of Rouault

Visits to private collections continued.

Mrs. Meric Gallery Collection and Philip L. Goodwin Collection, Feb. 6, 1941. Mr. and Mrs. Wallace K. Harrison Collection and Mr. A. Conger Goodyear's Collection, May 13, 1941.

Advisory Committee Exhibitions continued.

4. Paintings of the American Scene by Wittold Gordon, Spring, 1941.
5. Exhibition of Techniques of Painting, Summer, 1941.

Endorsed proposal that one evening during the week following the opening of an important exhibition be reserved for Trustees, Committee Members and their guests, making it possible for important guests to avoid large crowds on opening night.

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Members of the Advisory Committee assigned to study work of departments at the Museum.

Report on Industrial Design Department: December, 1940.

Report on Educational Project: May 1941.

Report on Architecture Department: February, 1941

Report on Educational Project

1940-41: Preliminary study of the project led to a complete study by the Advisory Committee's Sub-Committee whose report and recommendations concerning the future of the Project will be made to Trustees.

Museum participate in a program for entertainment in army camps. Recommendations to be made after government agencies have formulated a policy.

Endorsed idea of "scouts" for Acquisitions Committee and of calling in outside experts to assist the Acquisitions Committee. Recommended formation of American Artists' Bureau on framework of WPA Art Project.

Advisory Committee's final Report on the Museum's Collection presented to Trustees in April, 1941.

Sub-Committee of Board of Trustees appointed to study report with Mr. William A. M. Burden before it is discussed by the Trustees.

Recommendations concerning the formation of a mural department sent to the Advisory Committee's Sub-Committee on Permanent Collection. This Sub-Committee is to prepare an Addenda for the report on the Museum's Collection.

Advisory Committee Sub-Committee to discuss the slide collection with the Librarian.

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1940-1941 (cont'd)

Exhibitions Endorsed:

(Many of these exhibitions had previously been recommended or endorsed by the Advisory Committee.)

TVA Exhibition
 Britain At War
 Miro-Dali
 Art of the Thirties
 Industrial Design

Stockholm Builds
 Wooden House in America
 20th Century Portraiture**
 20th Century Caricature and Cartoon**
 Shaker Art
 Modern Methods of Teaching Art
 Expressionism
 Modern Classicism)
 Modern Realism)
 Romantic Painting)
 Young America**
 Guernica**

Exhibition Techniques
 Art of the 21 Republics
 Modern Art in the Lyric Theatre
 Biennial Architecture Salon
 Walter Conrad Arensburg Collection
 Eilshemius
 Useful Objects
 Photography (Negatives and Prints)
 Art of the Postage Stamp
 "Salon" of Industrial Design or
 Photography

Exhibition of Bridges

Competitions:

House Competition for Architectural
 Schools.
 Competition for good, small house to
 be built in garden.

Exhibitions Held:

Held 1940-41
 Held May-September, 1941
 Scheduled for 1941-42
 Considered for 1941-42
 Organic Design (Results of the
 Furniture Competition) 1941-42
 Summer 1941
 September, 1941
 Scheduled for 1942-43
 Considered for 1942-43
 Suggested for spring, 1942

Not immediate

American Leaders, Scheduled for 1941-42
 Included in "Masterpieces of Picasso"
 July 15-Sept. 7, 1941

Being investigated by Advisory Committee.
 Under consideration for 1942-43
 Tentatively scheduled for 1941-42

Scheduled for 1941-42
 Scheduled for 1941-42

Scheduled for 1941-42:
 Photography- David Octavius Hill
 Image of Freedom - Photography
 Competition & Exhibition.
 Frontier Photographs
 Negative and Print.

Probably 1941-42

Abandoned

Abandoned

EXHIBITIONS PROPOSED BY THE ADVISORY COMMITTEE
OF THE MUSEUM OF MODERN ART

January 9, 1940

Title	Choice			
	1st	2nd	3rd	4th
<u>Art Made for Reproduction</u> An exhibition which would analyze the modern trends in commercial art such as advertisements, posters, book illustrations and jackets, magazine covers, etc. Proposed by Mr. Brennan, Mr. Bull, Mrs. Lewisohn. <u>Total number of votes--19.</u>	6	5		2
<u>Modern Art in the Lyric Theatre.</u> A comprehensive exhibit of the work of modern artists in the theatre, ballet, opera, etc. Proposed by Mr. Kirstein. <u>Total number of votes--15.</u>	2	2	3	5
<u>The Techniques of Modern Art.</u> A detailed display of the various techniques used by modern artists, including pastel, tempera, gouache, oils, lithography, silk-screen, etc., as well as the various media of modern sculpture, etc., each display to culminate with a modern masterpiece done in the particular medium. Proposed by Mr. Wheeler, Mr. Cyppers. <u>Total number of votes--14.</u>	5	4	3	
<u>Marvelous Failures.</u> An exhibit of art and decoration held in dis-esteem at the time it was made and now cherished, or vice-versa. Proposed by Mr. Kirstein. <u>Total number of votes--13.</u>		4	4	
<u>A Comprehensive Show of Living South American Artists.</u> (For example, Torres Garcia, suggested by Mrs. Russell) Proposed by Mr. Janis. <u>Total number of votes--11.</u>	1		2	1
<u>Modern Caricature and Cartoon.</u> A thorough survey of modern satirical and comic draftsmanship from living masters to daily cartoon and comic strips. Proposed by Mr. Wheeler. <u>Total number of votes -- 10.</u>		3	1	2
<u>A Large Retrospective Exhibition of the Work of Georges Rouault.</u> Proposed by Mr. Soby. <u>Total number of votes--9.</u>	4	1		2
<u>Tools and Machines as Art Forms.</u> A large exhibition of contemporary tools, instruments and machinery (the latter to be shown in operation), all selected for intrinsic beauty of design. The exhibition would also show how materials, tools and functions determine appearance of modern useful objects. Proposed by Mr. Brennan and Mr. Hare. <u>Total number of votes--9.</u>	2	3		1
<u>Influence of Oriental Art on Modern Art.</u> The exhibition would show not only the influence of oriental art on painting and etching, but the influence on architecture and interior decoration. Proposed by Mr. Burden. <u>Total number of votes--9.</u>	3		3	1
<u>Photography and Art: Their Inter-relation.</u> The emergence of photography as an artistic medium, with documentation on the esthetic viewpoint of early practitioners; the influence of photography on art and vice-versa. Proposed by Mr. Soby. <u>Total number of votes--8.</u>		1	1	2

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THE FOLLOWING EXHIBITIONS ARE ALSO SUGGESTED:

Postage Stamps and Currency.

An exhibition to stimulate the use of important modern artists in designing stamps and currency. Proposed by Mr. Barr. Total number of votes--6.

The Work of Pierre Bonnard.

Proposed by Mr. Soby and Mr. Wheeler. Total number of votes--5.

The Work of Edouard Vuillard.

Proposed by Mr. Soby and Mr. Wheeler. Total number of votes--5.

Religious Art.

The purpose of this exhibit would be to stimulate the use of a higher quality of contemporary art for ecclesiastical purposes. Proposed by Mr. Cuypers. Total number of votes--4.

Work of Amadeo Modigliani.

Proposed by Mr. Wheeler. Total number of votes--4.

A Comprehensive Showing of the Work of Atget.
Proposed by Mr. Janis.

THE FOLLOWING EXHIBITIONS WERE CONSIDERED BUT DID NOT RECEIVE SUFFICIENT VOTES:

Twentieth Century American Folk Art

The Late Work of Louis Eilshemius

A Definitive Showing of the Work of John Kane

THE FOLLOWING SUGGESTIONS WERE RECEIVED TOO LATE TO BE CONSIDERED BY THE ADVISORY COMMITTEE:

The Artist's Choice.

An exhibition which would attempt to show how the artist's attitude conditions his technique, for instance, paintings of a cathedral by Monet, Utrillo, Soutine and Vivin grouped together to show the various approaches of different artists to the same subject matter. Proposed by Mr. Pulitzer.

An Exhibition of Paintings and Photographs of Identical Subjects.

Proposed by Mrs. Parkinson.

Exhibition of Stained Glass and Mosaics.

Proposed by Mr. Cuypers.

Exhibition of Ceramics.

Pottery and building ceramics. Proposed by Mr. Cuypers.

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1931-38

ADVISORY COMMITTEE

Recommendations, suggestions, and
Endorsements:

ACCOMPLISHED

(In many cases the "recommendations" were rather the endorsement by the Advisory Committee of incipient plans originating from various sources.) Asterisks denote repetitions of suggestions which were eventually accomplished.

1931

Lecture hall be included in building on 53d Street

Exhibitions:

- a. Abstract **
- b. Surrealistic
- c. Richardson to Wright
- d. News photography
- e. African pre-Columbian

1934-35 "African Negro Art"
1935-36 "Architecture of H. H. Richardson"

Opening 53d Street building exhibition of Murals by Americans

Exhibitions by Living Americans

1932-33 "American Painting & Sculpture"

Expansion of Membership privileges

Expanded from time to time

Definite plan of education activity

Report: "Educational policy"

Report: Mural Exhibition

1931-32 "Murals by American Painters and Photographers"

1932

Admission charge two days a week as a permanent policy

In effect until move to Rockefeller Center

Lecture for members of Junior League

Board of Trustees state policy regarding Hearn bequest

1933

Publication of a Bulletin

1932-33 - 1 issue
1933-35 - 2 years: 8 issues each year
1935-37 - 2 years: 6 issues each year
1937-38 - 5 issues

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1933 (cont'd.)

Exhibitions:

- | | |
|--|--|
| a. Useful Objects | 1931-33 "Useful Objects: 1900 and Today" |
| b. Painters and/or Sculptors drawings | 1933-34 "Machine Art" |
| c. Lachaise (one man) | 1934-35 "Gaston Lachaise" |
| d. Abstract painting ** | 1935-36 "Fernand Leger" |
| e. Rouault, Bonnard and Utrillo | |
| f. Industrial Art | |
| g. Braque, Picasso, Gris, Léger and Brancusi | |

Bulletin contain articles by artists and always mention of membership

Use of Carnegie grant (\$1000) for bulletin articles, scholarship, or publication of a book

Open evenings for one month with admission charge Tried - unsuccessful

Report: "Toward Abstraction" with suggested list of painters **

1934

Exhibitions: Modern Religious Art, to include church architecture, furniture, stained glass window design, and religious painting

Exhibition for 1935-36 season: Abstract art **

1935

- | | |
|----------------------------|---|
| Three abstract exhibitions | **1935-36 "Cubism and Abstract Art" |
| a. Toward Abstraction | 1936-37 "Fantastic Art, Dada, and Surrealism" |
| b. Abstract Art | |
| c. Surrealist Art | |

Establishing Advisory Committee purchase fund Acquisition: Braque, Léger, and Gris

Permanent policy of Museum Report: "Aims and Future Functions of the Museum"

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1935 (cont'd.)

Visit to small collections	1935-36 - 3 collections 1936-37 - 3 collections 1937-38 - 3 collections
Out-of-town Chairmen as Associate members of Advisory Committee	
Educational policy **	
Substitution of Picasso for van Gogh exhibition	
Bulletin to be edited by sub-committee of Advisory Committee	1936-37 Bulletins under direction of George L. K. Morris
Name of film library include mention of Museum of Modern Art	Name: Museum of Modern Art Film Library Inc.
Cancellation of plans for German Romantic Art and Richardson	

1936

Plan for aiding school instruction **	
Exhibition of 20th century painting in Palm Beach	Exhibition of 50 paintings in February 1936
Approved the selection of Philip Goodwin as architect for new building	
Continuation of Advisory Committee Purchase Fund	Purchase: 1 Miro, Mondrian, Hélicon, Ferren and two Arps
Disapproval of exhibition of Surrealist Art	
Four elementary lectures for adults	Three lectures by Agnes Rindge, March 1936
Exhibition room for Advisory Committee in new building	
To influence architecture of World's Fair	
Exhibition: Purchases of Advisory Committee	Opened February 9, 1937
Daylight gallery in new building	

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1936 (cont'd.)

Exhibitions:

- a. Social concept in art
- b. Seurat #
- c. Rousseau
- d. Cause and effect of modern art

1937

Report: Educational project **

Plan put into effect 1937-38 under direction of Victor D'Amico **

Museum of Modern Art have some connection with World's Fair

Separate department of Industrial Art in new building

One day a week free while in temporary quarters in Rockefeller Center

Mondays free, effective June 1, 1937

Display posters in Rockefeller Center to attract visitors

Displays throughout Rockefeller Center

Protest Jefferson Memorial

Bulletins on: (a) Department of Architecture and Industrial Art, (b) new building (c) Educational Project

July 1937 - New building

Collaborative Evenings with Martha Graham, Paul Draper, Ballet Caravan, and the Madrigal Society

Plan approved but later abandoned

Open new building with Picasso Exhibition to be continued through World's Fair #

Influence collectors to give to Museum

Disapproval of suggestion expressed by Executive Committee and Trustees

A Theatre Art Department should be established

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1 9 3 8

Acquisition of Picasso "Demoselles
d'Avignon"

Acquired by Trustees

Consideration be given to bills before
Congress re: A Division of Fine Arts in
the Education Department

Re-study of plans for building façade

Façade changed

Exhibition: Rouault prints in connec-
tion with Aalto Exhibition #

Aalto Exhibition: Mar. - April 1938
Rouault Prints: Sept. - Nov. 1938

Furnishings in new building should repre-
sent standards of Museum

Donation of purchase fund of
Advisory Committee toward fur-
nishings

Mr. McAndrew appointed to supervise
furnishings

Changes in content of World's Fair
exhibition #

Three dimensional plan for installation

Not to show Paris Exhibition in New York

Report: Industrial Art Project

Influence the development of American
Art

#PROBABLY TO BE
SCHEDULED FOR FUTURE

Exhibitions:

Picasso

Seurat

Changes in World's Fair Exhibition

Department of Industrial Art

Asterisks denote repetitions of suggestions which were
eventually accomplished.

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Digest of Recommendations and Suggestions
of the Advisory Committee of the Museum of
Modern Art, 1951-1958

EARLY MUSEUM HISTORY
I.12.a

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ADVISORY COMMITTEE

Recommendations, suggestions and Endorsements:

ACCOMPLISHED

(In many cases the "recommendations" were rather the endorsement by the Advisory Committee of incipient plans originating from various sources.) Asterisks denote repetitions of suggestions which were eventually accomplished.

1 9 5 1

Lecture hall be included in building on 53rd Street

Exhibitions:

- a. Abstract**
- b. Surrealistic
- c. Richardson to Wright
- d. News photography
- e. African pre-Columbian

1934-35 "African Negro Art"
 1935-36 "Architecture of H. H. Richardson"

Opening 53rd Street building exhibition of Murals by Americans

Exhibitions by Living Americans

1932-33 "American Painting & Sculpture"

Expansion of Membership privileges

Expanded from time to time

Definite plan of education activity

Report: "Educational policy"

Report: Mural Exhibition

1931-32 "Murals by American Painters and Photographers"

1 9 3 2

Admission charge two days a week as a permanent policy

In effect until move to Rockefeller Center

Lecture for members of Junior League

Board of Trustees state policy regarding Hearn bequest

1 9 3 3

Publication of a Bulletin

1932-33 - 1 issue
 1933-35 - 2 years: 8 issues each year
 1935-37 - 2 years: 6 issues each year
 1937-38 - 5 issues

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1 9 3 3 (cont'd)

Exhibitions:

- a. Useful Objects
- b. Painters and/ or Sculptors drawings
- c. Lachaise (one man)
- d. Abstract painting**
- e. Rouault, Bonnard and Utrillo
- f. Industrial Art
- g. Braque, Picasso, Gris, Léger and Brancusi

- 1931-33 "Useful Objects: 1900 and Today"
- 1933-34 "Machine Art"
- 1934-35 "Gaston Lachaise"
- 1935-36 "Fernand Leger"

Bulletin contain articles by artists and always mention of membership

Use of Carnegie grant (\$1000) for bulletin articles, scholarship, or publication of a book

Open evenings for one month with admission charge

Tried - unsuccessful

Report: "Toward Abstraction" with suggested list of painters**

1 9 3 4

Exhibitions: Modern Religious Art, to include church architecture, furniture, stained glass window design, and religious painting

Exhibition for 1935-36 season: Abstract art**

1 9 3 5

Three abstract exhibitions:

- a. Toward Abstraction
- b. Abstract art
- c. Surrealist art

- **1935-36 "Cubism and Abstract Art"
- 1936-37 "Fantastic Art, Dada, and Surrealism"

Establishing Advisory Committee purchase fund

Acquisition: Braque, Léger and Gris

Permanent policy of Museum

Report: "Aims and Future Functions of the Museum"

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1 9 3 5 (cont'd)

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Educational policy**

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1 9 3 6

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Daylight gallery in new building

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1 9 3 6 (cont'd)

Exhibitions:

- a. Social concept in art
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- c. Rousseau
- d. Cause and effect of modern art

1 9 3 7

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1 9 3 8

Acquisition of Picasso "Demoselles d'Avignon"	Acquired by Trustees
Consideration be given to bills before Congress re: A Division of Fine Arts in the Education Department	
Re-study of plans for building façade	Façade changed
Exhibition: Rouault prints in connection with Aalto Exhibition #	Aalto Exhibition: Mar.-April 1938 Rouault Prints: Sept.-Nov. 1938
Furnishings in new building should represent standards of Museum	Donation of purchase fund of Advisory Committee toward furnishings
Changes in content of World's Fair exhibition #	Mr. McAndrew appointed to supervise furnishings
Three dimensional plan for installation	
Not to show Paris Exhibition in New York	
Report: Industrial Art Project	
Influence the development of American Art	

#PROBABLY TO BE SCHEDULED FOR FUTURE

Exhibitions:

Picasso
Seurat
Changes in World's Fair Exhibition

Department of Industrial Art

Asterisks denote repetitions of suggestions which were eventually accomplished.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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THE MUSEUM OF MODERN ART

File - Adv. Comm.

January 22, 1940

Mr. A. Conger Goodyear
Chairman, Exhibitions Committee
The Museum of Modern Art
New York, N. Y.

Dear Mr. Goodyear:

I am sending you herewith, for the consideration of the Exhibitions Committee, a list of exhibitions which the Advisory Committee wishes to recommend.

The Committee also wishes me at this time to urge that the Exhibitions Committee consider very seriously the possibility of showing the Picasso Exhibition once more before the paintings are finally dispersed, especially in view of the fact that the public's interest in it at the end had not diminished, but had, on the contrary, increased.

Very sincerely yours,

Katherine G. Warren
Mrs. George Henry Warren, Jr.
Chairman, Advisory Committee

KUW:br
Enc.

cc to Mr. Clay, Mr. Goodwin, Mr. Harrison,
Mr. Rockefeller, Mr. Warburg,
Mr. Abbott, Mr. Barr ✓

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Digest of Suggestions 1931-35

--- completed,

SUGGESTIONS MADE BY THE ADVISORY COMMITTEE

1931:

Abstract show, surrealist, Richardson to Wright architectural, news photography, African pre-Columbian.

- Series of smaller shows simultaneous with bigger ones.
- Open new building with paintings by Americans (living) because of criticism.
- Definite affiliation with Metropolitan Museum.
- Not to accept bequests if contrary to policy or memorial collections.
- Artists to be eligible for committee but to be dropped when work shown in Museum.
- Mural show. "World since 1914." Including sculpture and photo.murals.

1932:

- Duplicate catalog of books at Metropolitan for our library.
- Catalog and amplify slides and photos. in Library.
- Lectures on current exhibitions; traveling loan exhibitions; night docent talks; staff of lecturers on call and regular paid staff.
- Advanced lectures for teachers by A I critic not lecturer; organized course for non-members.
- Information made available for art students traveling here and abroad.
- Museum Bulletin.
- Critical and historical publication.
- American shows in Europe would give Education Dept. opportunity to have good color prints made of American works.
- Radio talks - program of 28.
- Duplicate slides sold to other educational institutions.
- Pay days.
- Lecture arranged for Junior League.

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--: completed.

Bliss collection on display currently with mural show.

-- Mrs. Rockefeller suggested lectures of Roger Fry be included in program.

Emphasis in educational report on education of artists and conferences of artists at Museum.

Advisory Committee to support educational program from within so that regular Museum contributions would not be lessened.

-- Requested Trustees to state policy regarding Hearn Bequest.

-- Motion Picture program.

Exhibitions: Sculpture, abstract painting, modern drawing.

-- Industrial Art Show.

-- Survey of possibilities for educational program,

Useful Objects Show,

Towards Abstraction Show.

-- Drawing exhibit ^{March} March 27th to April 25th : Drawings by sculptors;

-- Decorative Objects of 1900 vs. Useful Objects of Today held in April.

(?) Mr. Johnson, member of Committee, conducted typographical contest.

1933:

Suggestion that we exchange catalogue for periodicals with publishers.

-- One-man show of Gaston Lachaise.

-- Privilege of catalogue for members,

--Carnegie Grant,

Possibility of retrospective exhibit ^{of} of maquettes stage sets of Russian Opera.

-- Theater Arts Exhibit - Lee Simonson,

Russian Ballet display of stage settings in single room as a separate unit.

Mondrian in color reproduced on Museum pamphlet, "Public as Artist" used as trade-mark.

American Sources of Modern Art Show.

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-- completed.

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- Request Trustees to explain use of grant of Carnegie Corp. for redistribution.
- Possibility of persuading Jig Saw puzzle firm to use modern painting.
- Friends of Museum Committee to concentrate on building up Permanent Collection.
- Meetings of trustees held at regular stated intervals.
- Stephen C. Clark urged to accept Vice-Presidency.
- Agenda of Trustees' meetings and Executive Com. meetings sent at least one week in advance to Advisory Committee.
- Chairman of Advisory Com. to cast instructed vote, rep. of Com. opinion.
- Request Trustees to report advantages of accepting Carnegie grant.
- Suggest that Trustees consider allocating part of \$1,000 Carnegie grant to pay for articles by artists who have exhibited at Museum.
- Abstract Painting not to be combined with Useful Objects.
- Hopper with possibly Lachaise in connection with Theatre Arts show.
- Watercolor show.
- Show of work of Renault and Bonnard with possibly Utrillo.
- Show of English artists.
- Amendment to Constitution - "by three-fourth vote of Trustees" rather than "by unanimous vote."
- Museum photographer.
- Ask Trustees to explain rejections to Advisory Com. and Museum to report on progress.
- Will instruct Trustees of criticism heard of Museum.
- Exhibition hours.
- If \$1,000 remaining of Carnegie money not used for radio, applied to scholarship or publishing of book.
- Add critics and artists to committee.
- Museum flag improved in appearance.
- Gaston Lachaise, Braque, Picasso, Gris, Leger, Brancusi shows.
- Museum kept at lower temperature for benefit of public.

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--: Completed.

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1954:

Modern Japanese painting show.

Fifth Anniversary Exhibition.

-- African Art.

-- Henry Hobson Richardson show.

Gather information for exhibition on modern religious art.

Suggest to trustees that Abstract Painting show is absolutely essential.

One Picture Exhibitions free to colleges and universities.

Toward Abstraction, Abstract Art, Surrealist Art shows.

1955:

~~Moder~~ --Purchase Fund - responsible for acquisition of Braque (Gris and Leger, indirectly)

Permanent Collection policy.

Facsimiles of American Paintings, Poster by Cassandre and/or McKnight-Kauffer.

Facsimiles of African Rock Paintings, Vincent van Gogh, Abstract Art.

-- Cassandre posters and van Gogh.

Resolved to substitute Picasso for van Gogh.

Voted to erect new building rather than join in Municipal Art Center project.

Show young artists before dealers cover them completely.