

212

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

47811-30

FOR RELEASE

INCREASED ATTENDANCE AT MUSEUM OF MODERN ART

Steadily mounting attendance at the Museum of Modern Art, 11 West 53 Street, has necessitated the complete redesigning of its main entrance hall to enlarge the usable space. To accommodate its greatly increased public the Museum made certain alterations in its lobby more than a year ago and at that time resumed its practice of remaining open Thursday evenings until ten o'clock.

But attendance at the Museum has continued to rise. During the year just ended it reached a record high of 600,000 persons with a capacity audience for almost every film program. The ensuing congestion has brought forth many criticisms. Therefore construction of the new plan has already begun and it will provide a more flexible method of serving the larger attendance and at the same time improve the appearance of the main floor lobby space.

At the opening of the fund drive last spring, inaugurating a campaign to raise money for a new wing, Mr. John Hay Whitney, Chairman of the Board, said: "The Museum is literally bursting its seams." The present changes, it is hoped, will alleviate the situation until the goal of the Fund Raising Campaign is realized and the proposed new wing becomes a reality.

Also, the increase in the patronage of the garden restaurant has reached a point where it exceeds the Museum's storage and kitchen facilities. It has therefore been necessary to discontinue the three-course luncheon in favor of a lighter luncheon of a sandwich, beverage and ~~dessert~~ which will accommodate visitors to the Museum, particularly those whose time is limited. The price of the new luncheon is 85¢.

Museum - N.Y. Museum of modern art Press releases