

THE MUSEUM OF MODERN ART
11 WEST 53RD STREET, NEW YORK

TELEPHONE: CIRCLE 7-7471

Rivera
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(afternoon)
FOR RELEASE SEPTEMBER 9th/AND 10th.

The Museum of Modern Art, 11 West 53d Street, brings ancient and modern Mexican art to one of the busiest corners in New York's financial district, at Broad and Beaver Streets, where two rare, centuries-old Zapotec funerary urns and the Museum's Diego Rivera portfolio will be placed on display in the windows of the International Telephone and Telegraph Building on Monday, September 11. The display, presented in cooperation with the Grace Lines, is significant of the policy of the Museum of Modern Art that art of high quality should be brought to business and to business people, who often do not have time to visit museums. The Museum has designed the modern installation in these windows.

The two pottery funerary urns were shown in the Museum's exhibition of American Sources of Modern Art last April and May. They are loaned to the exhibit by The University Museum of Pennsylvania, whose Director, Dr. Horace H.F. Jayne, is greatly in sympathy with the idea of bringing good art to busy people. The urns are in the shape of Zapotec gods of the highly developed culture of ancient Mexico. During the four weeks of their display, tens of thousands of New Yorkers will see these reminders of an American civilization that was dead hundreds of years before the coming of Columbus.

The Rivera Portfolio, representative of modern Mexican art, was published this year by the Museum of Modern Art. It consists of 19 color and 15 black and white reproductions of murals by Diego Rivera. These are the first copies to be produced of his famous frescoes in Cuernavaca, Chapingo, and Mexico City.

FOR INFORMATION AFTER MUSEUM HOURS:

TELEPHONE: A. R. BLACKBURN, JR. REGENT 4-5758 OR HELEN F. McMILLIN: CIRCLE 7-5434