

THE MUSEUM OF MODERN ART

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MUSEUM ART LENDING SERVICE NOW AVAILABLE FOR BUSINESS OFFICES

Business organizations and individual executives may now rent original works of art for their offices from the Art Lending Service of the Museum of Modern Art, it was announced today by the Junior Council, which sponsors the service. Recent additions to the selection of more than 350 paintings, sculptures, drawings and prints available for rental or sale will be on view in the Museum's Penthouse Gallery from May 25 through May 31, and the entire selection can always be seen in the Art Lending Service's own 6th floor gallery at the Museum, 21 West 53 Street. The works of art, chosen by a Junior Council and Museum staff committee, have been made available through the co-operation of 50 New York art galleries.

At the same time, the Junior Council announced that special summer rates will be in effect for people renting works of art for their homes between May 25 and the end of June. Works rented during this period may be kept until September 17 at rates ranging from \$4 to \$52 for that period. Regular rates, which range from \$3 to \$35 for a two month period, will also be in effect for borrowers who do not wish to take advantage of the summer lending schedule.

In addition to extending its service to offices, the Art Lending Service, which has been renting original works of art for private homes during the past three years, will also rent to organizations and individuals who want to use works of art as backgrounds on television shows or in other types of display where goods are sold. The rental rates for this type of commercial use is 10% of the value of the work of art per week. For use in offices, however, the rental fee is considerably lower and ranges from \$6 to \$70 for a two month period, depending on the value of the work of art. Rental fees are deductible from the purchase price if the borrower decides to buy the work of art.

Paintings by such well-known artists as William Baziotes, Willem de Kooning, Morris Graves, Lyonel Feininger, Arthur Osver, and John Marin are available as well as works by younger artists who are just becoming established. Mobiles by Alexander Calder, sculpture by Jacques Lipchitz and prints by Antonio Frasconi, Gabor Peterdi and Sylvia Wald are also included in the selection of original works of art available from the Art Lending Service.

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The Art Lending Service was established by the Museum of Modern Art's Junior Council, a group of young friends and supporters of the Museum, to encourage the wider purchase of contemporary art. The service, originally available only to Museum members living in New York City was extended 2 years ago to include members living in 8 eastern states. Under the chairmanship of Walter Bareiss, more than 1500 works of art have been rented and nearly 200 have been sold since the Art Lending Service was established three years ago. The service is open from noon to 5:30, Tuesday through Saturday. Mrs. E. Powis Jones is chairman of the Council's Selection Committee which continually adds new pictures and sculptures to the selection.

Renting works of art in order to try them out before buying is growing in popularity in many parts of the country. Chicago, San Francisco, Dayton, Los Angeles, Detroit, Seattle and Minneapolis have established similar art rental services.