

THE MUSEUM OF MODERN ART

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

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No. 80

PRESS PREVIEW:

Tuesday, October 4, 2 - 5 p.m.

FOR RELEASE:

Wednesday, October 5, 1955

A selection of paintings, watercolors, drawings, prints and small sculpture for rent or sale through the Museum of Modern Art's Art Lending Service, now available to people in all parts of the country, will be on view in a special exhibition from October 4 through October 23. Members of the Junior Council, a group of young friends of the Museum who sponsor and operate the rental service, will be on hand in the Auditorium Gallery of the Museum at 11 West 53 Street, to assist prospective borrowers.

This special showing marks the opening of the fifth season of the Lending Service which has rented more than 1800 and sold almost 300 original works of art since it was founded in 1951. The purpose of the Lending Service is to encourage the wider purchase of original contemporary art by providing a unique opportunity to experience pictures and sculpture in the everyday surroundings of homes and offices. The exhibition, selected and installed by Margaret Miller, Associate Curator of Painting and Sculpture, presents a sampling of the wide range of works of art that may be rented at fees ranging from \$5 to \$35 for two months and from \$7 to \$52 for three months. These fees are deductible from the purchase prices which are from \$25 to a top of \$750.

Artists whose pictures and sculptures are on exhibition include famous Europeans, veteran Americans and many younger and less known painters just beginning their careers. A small Calder mobile, a suspended bronze by Seymour Lipton, Picasso lithographs, watercolors by Graves, Edmond Casarella, Shahn, Robert Andrew Parker, collages by Burri, Marca-Relli and Schwitters, and paintings by Biala, Taksuhiko Heima, Henry Niese, Cornelis Ruhtenberg and other young Americans illustrate the wide range of styles represented in the Lending Service. Nine-tenths of the exhibition is drawn from works which have entered the Lending Service stock since the Spring of 1955. Selections are made from more than 50 New York Galleries by a Junior Council committee headed by Mrs. E. Powis Jones and approved by a Museum staff committee. The entire collection is available for inspection in the Lending Service's own gallery on the sixth floor of the Museum annex, 21 West 53 St., from noon to 5:30, Mondays through Saturdays.

Pictures and sculptures may be rented by individuals for their homes or offices or as gifts for friends and, at higher fees, by corporations for public display in

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lobbies and reception rooms. Pictures from the Lending Service have been placed in schools, restaurants, apartment house lobbies and doctors' offices. All the works of art are completely insured and the only requirement is that the borrowers be Museum members. People living in the New York area are asked to pick up and return the pictures and sculpture and out-of-towners must pay transportation costs.

Since its inauguration in 1951, the Art Lending Service has grown steadily. More than 200 artists from approximately 50 galleries are now represented in the collection. Rentals and sales have increased and the Service has been so successful that it has been able to extend the geographical area it covers from New York City to the entire nation and to include a separate arrangement for commercial rentals which provides a fee to the artists.

The Art Lending Service Committee is headed by Walter Bareiss. Harmon Goldstone is Vice-Chairman, Mrs. Robert Leonhardt, Treasurer and Mrs. E. Powis Jones, Selections Chairman. Arthur ^{Bullowa}~~Bulova~~ is Chairman of the special exhibitions. This is one of the many activities and services sponsored and run by the Museum's Junior Council under the Chairmanship of Mrs. Donald Straus.

Additional background information and photographs available from Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 W. 53 Street, New York City.
