

# THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

FOR IMMEDIATE RELEASE

Nov. 11, 1955

No. 90-A

## CHRISTMAS GIFTS BY MAIL ORDER FROM MUSEUM OF MODERN ART, N.Y.

An unusual Christmas gift that can be enjoyed all year long by the entire family is a membership in the Museum of Modern Art. Your favorite niece or uncle, your business associates, no matter how far away from New York they live, will enjoy the variety of membership privileges that far exceed the original cost of your gift. This year, notice of your gift will arrive just before Christmas in the form of an attractive greeting card designed by the well-known graphic artist, Antonio Frasconi.

An out-of-town membership, for as little as \$13.50, offers an excellent opportunity to start a good library of art books and many who live too far away from New York to visit the galleries on 11 West 53 Street join the Museum to receive the new publications sent free each year to them. Out-of-town members receive from 4 to 8 new books a year, depending on their classification of membership. Museum of Modern Art publications are known for their comprehensive, readable texts and high quality reproductions and, in themselves, make a Museum membership an appreciated gift. This spring one of the four privilege books for new members will be THE HISTORY OF POST IMPRESSIONISM: FROM VAN GOGH TO GAUGUIN, by John Rewald. Already in production in Europe, this important publication will contain more than 600 pages, 50 color plates and 350 black and white illustrations, and will retail at book stores all over the country for \$12.50. Such outstanding books as MASTERS OF MODERN ART, by Alfred H. Barr, Jr., SCULPTURE OF THE 20TH CENTURY, by Andrew Carnduff Ritchie, ANCIENT ARTS OF THE ANDES, by Rene d'Harnoncourt and BUILT IN USA: POSTWAR ARCHITECTURE, by H.R. Hitchcock and Arthur Drexler, have in past years been given free to Museum members. In addition members receive Museum of Modern Art quarterly bulletins on subjects ranging from reports on various department activities, such as circulating exhibitions in this country and abroad, or the acquisition of new works of art, to illustrated monographs on important aspects of modern art such as the De Stijl movement, a Museum exhibition, or the work of a particular artist of note such as Jacques Villon.

Mail order service makes it possible for those living out-of-town to take advantage of one of the most attractive privileges of a Museum membership: the generous 25 per cent discount on all of the Museum's current list of 60 distinguished books on art. 25 per cent discounts are also available to members on other Museum publications including colored reproductions and sculpture reproductions of works in the Museum's Collections and the Museum's annual selection of Christmas cards which can be ordered imprinted with individual names. Illustrated brochures describing all Museum

more.....

publications are sent to members, or may be obtained by anyone simply by writing the Museum.

Of course, out-of-town members, when they do get to the city will enjoy using their free admission cards to the Museum galleries and to the films shown twice a day in the Museum auditorium. Movies starring such old-time favorites as Charlie Chaplin, Greta Garbo, Fred Astaire and Ginger Rogers and the Gish sisters as well as memorable documentary and recent experimental films are included in the Museum's collection of films of historical interest.

On the Museum's sixth floor buffet luncheon and tea are served to members in an attractive penthouse lounge overlooking Rockefeller Center and the Museum's famous sculpture garden. On the fourth floor, the Abby Aldrich Rockefeller Print Room, containing more than 4000 woodcuts, etchings and lithographs, and the facilities of an excellent library devoted exclusively to art are also open to members of the Museum. In addition members are invited to preview four major exhibitions each year and are offered discount tickets on a variety of special evening events such as symposia and discussion groups, film previews and recitals. This year's membership will receive special invitations to important exhibitions of Latin American architecture and American painting and sculpture. A monthly calendar of events sent to all members keeps them informed of current and future exhibitions, gallery lectures, daily film showings, special events and new publications.

One of the most popular membership privileges in recent years has been the opportunity to borrow original works of art from the Museum's Art Lending Service, which has a collection of more than 600 paintings, drawings, watercolors, prints and small sculptures. These may be rented by members for a nominal fee and enjoyed in the leisure of one's own home for 2 or 3 month periods. All works of art in the Art Lending Service are for sale and rental fees are deductible from the purchase price. During the past four years that the Service has been operating more than 700 members have enjoyed this unusual privilege, some of them renting for their homes, others for their offices and still others for gifts for friends.

Members may also purchase original works of art from the Museum's series of NEW TALENT exhibitions. Hung in the member's penthouse lounge, these small and informal exhibitions show the work of artists who are not well known in this part of the country and who, in the Museum's opinion, merit the attention of the Museum's membership and the New York public.

For children the Museum offers each year a number of exhibitions and events of special interest, such as displays of work done in children's classes at the Museum's art school and special film programs for young people. One of the favorite children's events is the HOLIDAY CARNIVAL, held every year at Christmas time. Here children,

more.....

aged four to eight, come to a specially equipped and decorated gallery work shop to make "feeling" and "space" pictures, paint and play with new toys designed to introduce them to color, pattern and texture. Such events as these, including advance notice of registration in classes for adults and young people at the Museum's famous art school, are regularly listed in the monthly Member's Calendar.

Of the Museum's total membership of nearly 22,000 people from every state in the country, as well as from abroad, almost 12,500 live outside of New York City. Every year well over a thousand people give Museum of Modern Art membership gifts and in the past year alone the Museum's ever-growing group of friends has increased by nearly 20 per cent.

---

For additional information, contact Elizabeth Shaw, Publicity Director, Museum of Modern Art.