

THE MUSEUM OF MODERN ART

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

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FOR RELEASE
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PICASSO SHOW BREAKS ATTENDANCE RECORDS

More than 200,000 people have seen the Picasso: 75th Anniversary Exhibition at the Museum of Modern Art, 11 West 53 Street, New York City, since it opened on May 22, thus setting a record attendance for one-man shows. A recent random sampling of visitors turned up men and women from 17 states and the District of Columbia and 11 foreign countries including India, Spain, France, Sweden, Germany, Italy and Switzerland in Europe and Argentina, Peru, Mexico and Panama in Central and Latin America.

More than half the visitors queried were from out of town and almost 20 percent were visiting the Museum for the first time to see paintings, sculptures and drawings by the most controversial artist of our time.

The paintings and drawings of the "Blue Period," the Guernica mural with its 45 studies and Picasso's seldom-exhibited sculpture were the public favorites in the show, which is installed on more than three gallery floors.

Visitors' comments ranged from "An excellent show and representative of Picasso's many styles," "choix des tableaux remarquable. disposition très bonne," and "Like to see it many more times" to "Like Picasso's earlier paintings. I hate all the later paintings," from a woman who also says she has been coming regularly since the opening. Another woman, from New Jersey, said this was her seventh visit and she found it more rewarding each time. While a man from California, after saying that he liked the Blind Man's Meal best, asked "What was the 'guitar' doing in this exhibit? A Joke?" On the other hand, a visitor from Connecticut said she found the "early works with newspaper-burlap, etc., particularly attractive and interesting."

Among the many people who singled out the Guernica mural for special mention, several said they liked being able to see the famous painting with its preliminary studies, while others liked it because of its "moral" lesson. Picasso painted this protest against war after the Spanish town of Guernica was bombed in 1937.

The exhibition, organized by Alfred H. Barr, Jr., Director of Museum Collections, will be on view through the summer. Hailed as one of New York's Summer Festival attractions, the exhibition was assembled from 95 public and private collections here and abroad. It will close in sections beginning August 25.

Summer hours at the Museum are:

Weekdays: 11 a.m. - 6 p.m.
except: Thursdays 11 a.m. - 10 p.m.
Saturdays 11 a.m. - 7 p.m.
Sundays: 1 p.m. - 7 p.m.

For further information please contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, NYC. Circle 5-8900