

THE MUSEUM OF MODERN ART

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In an effort to meet rising costs, the Museum of Modern Art will increase its admission rates from 75 cents to 95 cents on July 1, William A. M. Burden, President, announced today. The increase will make it possible for the institution, which has no government subsidy and is entirely dependent on annual contributions from the general public, to maintain its 7-day a week program of changing exhibitions and film showings.

Higher exhibition costs, including labor and material for installation, insurance rate increases due to higher valuations, higher building maintenance costs and necessary salary and wage adjustments were cited by Mr. Burden as the four main reasons for raising the admissions fee.

Despite a record attendance of 355,000 people in the past six months, Mr. Burden said, we need additional income to meet our annual operating budget, which is now about \$2 million, as compared to \$1 1/2 million five years ago. The Museum, founded less than 30 years ago, has virtually no endowment. Between 60 and 65 per cent of its annual budget is met by admissions, sales of publications and other services. Thirty to thirty-five per cent is contributed by members and charitable foundations, while 5 per cent is received from endowment funds.

There will be no increase in membership dues, which were raised last year. The Museum has more than 25,000 members who join at an annual rate of from \$15.00 to \$1,000.00. Among members' privileges are a free admission pass for husband and wife and two to four books a year.

The annual operating budget does not include purchase funds or other contributions to the Museum Collections, Mr. Burden said. It does include cost of assembling and presenting in New York approximately 20 exhibitions in all the visual arts, and about twice that number for circulation abroad. Other annual expenses include operating a school attended by 1,000 children and adult amateurs, publishing 4 to 8 art books a year, and maintaining library facilities for the public. The staff of the Museum now includes 178 in administrative and curatorial departments, 55 in building maintenance and guards and 13 in the shops.

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"Like all other educational institutions," Mr. Burden said, "the Museum is caught between rising costs on the one hand and our desire to improve services to the public on the other. As the public continues to indicate a growing interest in the Museum's activities, as measured by the number of people who attend the exhibitions, purchase books and participate in other special activities, we do not want to curtail our program in any way. Therefore, the only alternative is to ask the public to help share the job of meeting the rising costs."

Despite the dependence on admission charges, the Museum has always maintained a reduced price schedule for student and other groups in the community. Several thousand students from New York City public schools visit the Museum in groups free of charge each year. Teachers and students in the visual arts can purchase an annual unlimited admission pass for \$3.00. A new category established for the coming year is a Professional Artist \$5.00 pass for men and women professionally employed in the visual arts.

For additional information please contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York City. CI 5-8900

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