

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

No. 104c

Wednesday,

November 11, 1959

To: City Desks
Photo Assignment Editors
Art Critics

From: Elizabeth Shaw, Publicity Director

You are cordially invited to come or send a representative to a special press preview of an exhibition

TOWARD THE NEW MUSEUM OF MODERN ART

And announcement of the MUSEUM'S 30TH ANNIVERSARY CAMPAIGN DRIVE for \$25,000,000

On Monday, November 16 at 2:30 P.M.

At the Museum of Modern Art, 11 West 53 Street

The Exhibition will consist of:

A model, 14' x 8' x 5', of the "new" Museum of Modern Art, including new wing and existing buildings.

Special installation of a selection of paintings, sculpture, drawings, prints, photographs and design objects indicating the quality and quantity of works of art in Museum Collections which will become accessible in "new" Museum of Modern Art. (second floor)

Special installation of 12 paintings and sculptures recently acquired or promised to indicate future growth of Collection. (first floor)

Statements will be available by the following Museum officers and staff who will also be on hand for interviews:

Dr. Henry Allen Moe, Chairman of Board of Trustees.

Rene d'Harnoncourt, Director of the Museum.

Alfred H. Barr, Jr., Director of Collections.

Arthur Drexler, Director of Department of Architecture.

James Hopkins Smith, Jr., Chairman of the Museum's 30th Anniversary Campaign Committee.

Photographs and background material will, of course, be available.

Release date: Tuesday, November 17, 1959.