

# THE MUSEUM OF MODERN ART

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## REDUCED MEMBERSHIP RATES FOR STUDENT GROUPS JOINING MUSEUM OF MODERN ART

The Museum of Modern Art, 11 West 53rd Street, New York, announces its fourth Spring enrollment of the Student Group Membership Plan available to students in colleges and art schools outside the New York metropolitan area, is open until March 16th. The plan provides full Museum privileges at \$10 a year instead of the regular \$15 non-resident fee. This reduced rate goes into effect when twenty or more students or art instructors enroll from each institution. Group memberships are accepted only twice a year. More than 1400 students and 55 colleges and universities from all parts of the country have already taken advantage of the plan.

Members under the Student Group Plan receive four Museum publications annually. Frequently issued in connection with major exhibitions, Museum books are known for their comprehensive, readable texts and excellent color reproductions. Exhibitions during the coming year will include a major show devoted to "Art Nouveau", "Claude Monet: Seasons and Moments", "Visionary Architecture" and a one-man Rothko show and a major retrospective of the work of Max Ernst.

All members receive a 25 percent discount on any of the 92 Museum publications in print, color and sculpture reproductions, and Christmas cards purchased in quantities costing more than \$3.00. As a special feature of the Plan, student members are entitled to a 50 percent discount on a selected list of Museum books.

In addition, members receive quarterly illustrated bulletins on various aspects of modern art or contemporary artists; a bi-monthly calendar of events; and an unlimited admission pass to the Museum, its permanent Collection, special exhibitions, daily film programs, library, print room, Art Lending Service, and the Members' Penthouse, where lunch and tea are served daily.

To inaugurate the Plan, a representative, student or instructor is selected to act as liaison between the college and the Museum. When the representative has received twenty \$10 enrollments, he forwards names and remittances before March 16th to the Museum. Memberships will be dated to expire March 31, 1961. Further information may be obtained from college art departments or by writing the Membership Department, Museum of Modern Art, New York.

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For additional information, please contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53rd Street, New York 19, New York. CI 5-8900

*Sent to: College newspapers*