

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

No. 21 A
For Release:
Tuesday,
March 8, 1960

An important change in the future plans of the Museum of Modern Art has been made possible by the gift of Mrs. E. Parmalee Prentice of the adjoining two brownstone houses at 7-5 West 53rd Street, Dr. Henry Allen Moe, Chairman of the Board, revealed today. Mrs. Prentice has deeded this property between the Museum buildings and St. Thomas Church to the Museum, subject to her lifetime possession and control.

"This extremely generous gift, coming at a time when the Museum is attempting to solve one of its basic problems - lack of space - will have a far reaching effect on our future," Dr. Moe said. "Although no one at this moment can list all the improvements this will make possible in the 'new' Museum, we can say with certainty that not only the added gallery space but the new freedom of flexibility in planning will be of enormous and invaluable advantage to our public. The effect of this gift on the Museum's future can now only be visualized incompletely; but it is clear that these properties are uniquely indispensable to us."

Dr. Moe's announcement of the future gift coincided with a report by Campaign Chairman James Hopkins Smith, Jr. Mr. Smith said that \$10,000,000 has been received from trustees, friends, members, corporations and foundations.

Gifts and pledges for the "new" Museum have been received from 32 states and 5 foreign countries, Mr. Smith reported. Contributing members in the metropolitan area have come together in a series of meetings for the drive while the regular membership of 25,000 is being solicited by mail. The general public will be asked to support the 30th Anniversary Fund by joining the Museum in a membership campaign to be launched next fall.

Mrs. David R. Levy is Vice-Chairman of the Drive. David Rockefeller is Honorary Chairman. A list of the committee is attached.

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

HESSENGER:

I

Miss Jerene Jones
Newsweek
1114 Madison Avenue

Mr. Kermit Lansner
Newsweek Magazine

Mr. A. T. Baker
Time Magazine
9 Rockefeller Plaza
N.Y.

Mr. Cranston Jones, Time Mag.

Mr. Allen Hurlburt
Look

Miss Dorothy Sieberling
Life

II- Local News Editors

Miss Mary Laine
WABC-TV

WCBS

Dumont

WNEW

WMGM

WMCANRCANORWNYC

WRCA

WOR

WNYC

WOXR

IV

Times - Knox

City Desk: Canaday
Ashton
Preston

Tribune - Franklin

City Desk: Genauer
Burrows

III

City Editor
Associated Press

Mr. William Rogers
Associated Press

Mr. Joe Wing
A.P. Feature Service
Associated Press

City Desk
N.Y. Journal American

Mr. L. E. Levick
N.Y. Journal American

City Desk
New York Post

Mr. Bennett Schiff
New York Post

City Desk
New York World Telegram and Sun

Mr. Guy Savino

Mr. Gene Haggerty, City Editor
U.P.I.

Mr. Francis T. Leary
United Press Intl.

Mr. Milt Freudenheim
Chicago Daily News

Mr. John Beaufort
Christian Science Monitor

City Editor
Christian Science Monitor

Miss Marilyn Hoffman
Christian Science Monitor

Miss Mildred M. Bellah, Editor
Mc Naught Syndicate, Inc.

City Editor
Daily Mirror

City Editor
Daily News