

THE MUSEUM OF MODERN ART

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The public art auction to benefit the Museum of Modern Art, scheduled for April 27 at the Parke-Bernet Galleries in New York, will be the first to be telecast over a closed-circuit coast-to-coast network, it was announced today. Buyers in New York, Chicago, Dallas and Los Angeles will participate in the sale from which the Museum expects to gross more than half a million dollars for its 30th Anniversary Fund. Fifty modern works of art donated by private collectors, galleries and European artists will be included in the auction.

The closed-circuit network and TV production of the four-city telecast will be provided by Theatre Network Television, Inc. (TNT). Three cameras will cover the activity in the New York salesroom.

Giant television screens, hundreds of feet square, will permit the audiences in the other cities to bid and to follow the auction in New York. Assistant auctioneers sent from the Parke-Bernet Galleries will call the bids in the salesrooms of each of the three cities. Buyers in all four cities will hear all the auctioneers. Chief Auctioneer Louis J. Marion, who will conduct the sale in Parke-Bernet's main salesroom in New York, will clear with each city before he drops the hammer.

The Arts Club of Chicago, the Los Angeles County Museum and the Dallas Museum of Contemporary Art are cooperating with the Museum of Modern Art and handling arrangements for the event at each of their institutions.

In New York the paintings and sculpture in the sale will be on exhibition at Parke-Bernet from April 23 through April 26.

In addition to such major works previously announced as Cézanne oils from Ambassador William A. M. Burden and Wildenstein and Co., Inc., a cubist Braque from Governor Nelson A. Rockefeller, and Picassos from Mrs. Albert D. Lasker and the Thannhauser Foundation, Inc. many other important paintings and sculpture have since been contributed. A brilliant Matisse landscape of 1901 has been given by Sam Salz, and a 1932 painting by Léger, given anonymously, never published or reproduced are among them.

Two paintings by the French artist Dubuffet are now included: a large 1944 oil from his Jazz series, donated by Mr. and Mrs. Pierre Matisse; and a collage of metallic paper and oil, finished only last December, which has been donated by the artist. Henry Moore, the famous British sculptor, has donated a recent bronze, 3 1/2 feet long, and the Italian artist Marino Marini has donated a sculpture called "Small Miracle", slightly over 1 foot high. Arp, Miro and Giacometti have also contributed their own works.

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Other works in the sale include a Renoir landscape, given by Mr. and Mrs. Henry R. Luce, a Juan Gris still life, given by Larry Aldrich, Chagall's Acrobat on White Horse, from the collection of Mr. and Mrs. David Rockefeller, a Maillol bronze given by Fine Arts Associates, Inc. and a Gorky, given by Mr. and Mrs. Alan D. Emil.

A catalog, illustrating everything in the sale, will be distributed in London, Paris and Zurich as well as New York.

Admission to the auction at Parke-Bernet, which will start at 8:30 p.m. EDT and last for about two hours, will be by card only. Because of the importance of the sale, two additional salesrooms will be equipped with closed-circuit TV, so that people in those rooms can participate in the bidding.

The auction, a major event in the Museum's 30th Anniversary Fund Raising Drive, is being organized by a special committee headed by Mrs. Louise R. Smith and Mrs. E. Powis Jones. Alfred H. Barr, Jr., Director of Museum Collections, selected the works for the sale from those offered.

Nathan L. Halpern, President of TNT, developed the plan for this first national closed-circuit art auction after providing local art auction closed-circuit overflow facilities at the Parke-Bernet Galleries on several occasions.

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