

# THE MUSEUM OF MODERN ART

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No. 66  
For Release  
Wednesday,  
May 25, 1960

The first benefactor of the Museum of Modern Art's 30th Anniversary Fund Drive is Mrs. Nate B. Spingold who has pledged \$500,000 James Hopkins Smith, Jr., Chairman of the Drive, announced yesterday (May 24) at a meeting of the Anniversary Committee. Names of benefactors, who contributed \$250,000, will be inscribed in marble in the lobby of the new wing, he said. In addition, because Mrs. Spingold's gift is so generous, a unit of the new building will be named in honor of Nate B. and Frances Spingold.

The first patrons of the drive, who contributed \$100,000, are Mr. and Mrs. Henry J. Heinz III, <sup>and</sup> Mr. G. David Thompson of Pittsburgh, Mr. Smith reported. There has also been one anonymous \$100,000 gift. Names of patrons who contribute between \$100,000 and \$250,000 will be inscribed on a plaque in the new building.

Approximately 1,000 people in 36 states and 8 foreign countries have contributed so far to the drive which was announced last November, Mr. Smith told the fund raising committee which met at the Museum Guest House. The total received in pledges is \$10,586,414. The goal is \$25,000,000.

The new building and program of the Museum will offer opportunities for honoring donors interested in particular fields, Mr. Smith said, including painting and sculpture, photography, drawing, prints, architecture and design. Other aspects of the "new" Museum in which donors can be honored include publications, school program and intern training, film library and circulating exhibitions.

Mr. Smith also announced that Mrs. Albert D. Lasker, Museum trustee and well-known art collector and civic leader, has succeeded the late Mrs. David M. Levy as Vice-Chairman of the 30th Anniversary Committee.

Among the committee members who reported on various phases of the drive were Mrs. Bliss Parkinson, chairman with Mrs. Spingold of the special gifts committee which has raised \$1,315,825; Mr. Victor Riesenfeld and Dr. Henry Allen Moe, who reported that 30 foundations are being approached and Mrs. Donald B. Straus, who is heading the drive among contributing members. In addition to seeking gifts for the campaign this committee will try to enroll 500 new contributing members. Mrs. Louise R. Smith and Mrs. E. Powis Jones reported on the benefit auction held at Parke-Bernet in April which grossed \$871,850. Mr. Smith reported that 11 corporations have made contributions and that Regular members are contributing an average of \$40 each. Next fall the general public will be asked to support the drive by becoming Museum members.

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The drive, the largest ever undertaken by a museum, aims at \$12,000,000 for new building, including maintenance and operation, and \$13,000,000 for endowment and program. The Museum, founded in 1929, does not receive any subsidy from the city, state or federal government and, as it is a relatively young museum, has not accumulated an endowment as large as most educational institutions with a comparable annual operating budget.

Furthermore, its present exhibition and storage space is so limited that only a small fraction of its collections can be shown publically or be made accessible to interested scholars and students.

Before the drive was announced last November, trustees and close friends had pledged \$9,250,000 in advance major gifts.

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Captions sent with photos and full release.  
May 25, 1960

Place before No. 67

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