

THE MUSEUM OF MODERN ART

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The Museum of Modern Art announced yesterday that over \$16,000,000 has been raised in its current financial drive, and as it has received a pledge to match dollar for dollar funds raised during the balance of the campaign, it will proceed immediately on a building program designed to more than double its exhibition space.

The Museum also announced that a gift of land, made after the drive was launched, has enabled it to develop a new building scheme providing more than 300 feet of continuous gallery space on West 53rd Street, adjoining the present building. Under this new program, directed by Philip C. Johnson, architect, the Museum galleries will be extended 75 feet west and eventually 50 feet east of the existing structure at 11 West 53rd Street.

With these new wings, for the first time in its 32 year history the Museum will be able to provide space for a Photography Center and for permanent exhibition of works from its Photography Collection, Drawing and Print Collection and Architecture and Design Collection. Gallery space for paintings will be more than doubled and the rest of the famous collection easily accessible to the interested public and scholars. Sculpture on view both indoors and outdoors will be increased and there will be more flexible space for temporary loan shows in all the visual arts.

First step in the building program will be to construct a one-story administration building on 54th Street, just east of the present Sculpture Garden. The offices on 53rd Street, slated to be converted into galleries, will move into this new 100 x 110 foot building. Its roof garden will be designed as an extension of the Museum Sculpture Garden.

The \$16,000,000 figure released yesterday includes nearly \$3,000,000 of gifts not previously announced. Chief among these is \$1,000,000 from the Rockefeller Brothers Fund for the Museum's international activities and \$250,000 each from the Old Dominion Foundation and the Avalon Foundation for the Museum's publications program. Mr. and Mrs. John L. Loeb have contributed \$100,000.

The pledge to match contributions dollar for dollar up to \$4,000,000 has been made by the Rockefeller Brothers Fund. The first major gifts to qualify for the pledge were from the Old Dominion and Avalon Foundations which have, therefore, been doubled.

"These wonderful gifts which have come from individuals, corporations and foundations have given our campaign added impetus," William A. M. Burden, Chairman of the Board of Trustees, said yesterday. "The generous offer to match future gifts means that we will certainly reach our goal of \$25,000,000 for new building, endowment and program funds.

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"The Museum is literally bursting out of its present quarters. Our membership is growing faster than ever. Our attendance is running much higher than in any previous year. Our publications are in greater demand.

"The Museum's national traveling exhibitions and its international program are also being expanded to meet new needs. We must have the resources to give New York, the nation and friends of modern art everywhere the kind of imaginative program of high quality which everyone has come to expect of the Museum of Modern Art."

The Museum's 30th Anniversary Drive, the largest ever attempted by an art museum, was launched in November, 1959. Contributions, ranging from a few dollars to a million, have been received from all parts of the country. The Museum, founded in 1929 as a non-profit educational organization, receives no subsidy from the city, state or federal government but is entirely supported by admissions, 30,000 dues-paying members, sales of publications and contributions.

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