

THE MUSEUM OF MODERN ART

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

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No. 114

FOR RELEASE:

Tuesday, October 2, 1962

PRESS PREVIEW:

Monday, October 1, 1962

9:30 - 10:30 A.M.

Scale models and a shadow box displaying a color diagram of three newly designed wings and enlarged Sculpture Garden to be added to the Museum of Modern Art, 11 West 53 Street, will be on view at the Museum beginning October 2. This special exhibition, "The Museum of Modern Art Builds," marks the opening of the final phase of the Museum's 30th Anniversary Fund Drive. Ground will be broken this November and the first phase of the building program is scheduled for completion at the time of the opening of the New York World's Fair in the spring of 1964. Philip C. Johnson Associates are the architects.

Together the new wings and enlarged garden give the Museum Collections four times their present exhibition space, increase space for temporary exhibitions by more than 30 per cent, almost triple space for library, archives and other research facilities, increase office space by more than 50 per cent and areas for membership services by 65 per cent.

Start of construction for the first phase, a Garden Wing on 54 Street and an East Wing on 53 Street, was authorized by the Museum's Trustees last summer when the drive for \$25,000,000 for building, endowment and program reached \$18,000,000, the three-quarter mark. Seven million dollars of the total is allocated for construction.

A six by ten foot scale model shows the enlarged garden, with a new wing on West 54 Street between the existing garden and Canada House. Unlike most new buildings in New York City, the Museum's Garden Wing has been designed to increase existing outdoor space rather than decrease it. One floor of the two level 90 x 100 foot structure will be underground while the roof will serve as a terrace garden connected to the existing sculpture garden by landscaped stairs and walks.

The Garden Wing will house the Art Center of the Institute of Modern Art, the Museum's affiliated school for 800 children and adults, and at street level will contain a hall, 60 x 75 feet, for temporary exhibitions and special events. An entrance will be provided from 54 Street as well as through a corridor from the Museum buildings on 53 Street.

The main Museum building at 11 West 53 Street, built in 1939, will eventually be flanked by two new wings as indicated on an aerial view of the site. A 50 foot wide new East Wing will replace the brownstone houses between the Museum and St. Thomas Church which were given to the Museum by the late Mrs. E. Parmalee Prentice. In the second phase of the building program a new 100 foot wide West Wing will replace the three other buildings on 53 Street owned by the Museum: The Grace Rainey Rogers

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annex at number 21, (built in 1951); the former Theater Guild Building at number 23 (acquired in 1956), both now occupied by the Museum, and number 27, a remodeled brownstone (acquired in 1953) leased by the Theater Guild.

A three-dimensional schematic diagram of the "new" Museum, in a shadow box 8 feet long, graphically illustrates the increases in space for the various functions of the Museum which will be carried out on successive floors.

Space for programmed activities such as temporary exhibitions, film showings, the Art Center, lectures, information services and publication sales will be on the ground and lower levels. The second and third floors, each with a 300 foot frontage on West 53 Street, will be devoted to exhibitions from the Museum's world famous collection of painting and sculpture and will also contain The Philip L. Goodwin Gallery for Architecture and Design, The Edward Steichen Photography Center and The Paul J. Sachs Galleries for drawings and prints.

The fourth floor will be a study and research center and will house the library and visual archives, film library and a conservation laboratory. The enlarged fifth floor will provide additional office space.

Membership facilities on the sixth floor will include a larger Members Restaurant, a new Members Lounge and an enlarged Art Lending Service. The Founders Room and Committee Rooms will also be located here.

The re-designed lobby on West 53 Street, shown in a model five feet by five feet, will have facilities and services for normal attendance as well as accommodations for peak crowds. A bookstore and information center will be at the entrance. There will be two small exhibition rooms on either side of the lobby, one for recent acquisitions, and direct access to the ground floor galleries in the East and West Wings which will be used for temporary exhibitions. A glass wall will allow an unobstructed view of the Sculpture Garden from any point in the lobby including the public waiting areas.

Construction will take place in two stages. The Garden Wing and new East Wing will be built first because their construction does not involve the demolition of buildings now being used by the Museum. The second phase, the construction of the West Wing, will commence when the school, storage and offices now housed in "21" and the Theater Guild can be moved to the new Garden and East Wings.

Illustrated brochure, photographs and additional information available from Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York 19, N.Y. Circle 5-8900.