

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

July 1964

FACTS ABOUT THE "NEW" MUSEUM OF MODERN ART

Main Hall:

Materials:

wood cabinets and paneling in bookstore, admission booths, Information Center, etc. - Oak

stone floor, walls and counters - Granite, "Senson Gray", sand rubbed, from the John Swenson Granite Co., Concord, N.H., supplied by the John F. McGowan Marble Co.

metal trim on clock, curtains, doors, around ceiling lights, etc. - stainless steel

metal curtains in front of bookstore and Information Center - stainless steel wire mesh, from the William H. Jackson Co., 3 E. 47 St., NY 17

window draperies - Fiberglas (additional information available from the Fiberglas Center at Steuben)

chalk board - Perma-white no. 221, 18 series, "Projection white," from Weldwood Co.

revolving glass doors - Pittsburgh Plate Glass

Furniture:

benches designed by Charles Eames, distributed by Herman Miller Furniture Co.

telephone booths designed by Philip Johnson

Lighting by Philip Johnson

New Galleries:

Materials:

material on walls of Sachs and Steichen Galleries - Belgian linen, from Marie Nichols, Inc.

rugs - wool, William Gold, Inc.

bronze colored plate glass - Parallel-O-Bronze - Libbey Owens Ford Glass Co.

wood in study centers - Walnut

tile - gray vinyl, A.V.32 "Amtico," from Bilt-Rite Rubber Co., Trenton, N.J.

more...

New Galleries (cont'd)

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Lighting developed by Edison Price, Inc.

Garden:

Materials:

marble wall, stairs, paving stones - Vermont white marble, Vermarco
Delft marble, sand rubbed, from the Vermont Marble Co., supplied
by John F. McGowan Marble Co.

brick wall

Furniture:

chairs by Harry Bertola, distributed by Knoll Associates, Inc.

Lighting:

Fluomeric lamps by Duro-Test

Small portable lighting units, in trees, under trees, on 54th Street wall-
supplied by Stoneco Electric Products, Kenilworth, N.J.

Landscape consultants: Zion and Breen

Signs and lettering throughout the Museum by Chermayeff and Geismar Associates.

Flags designed by Chermayeff and Geismar Associates, made by Abacrome, Inc.

Roland chairs designed by David Roland - Manufactured by General Fireproofing Co.

Additional information available from the Department of Public Information,
The Museum of Modern Art, 11 West 53rd Street, New York, N. Y. 10019, CI 5-8900.