

The Museum of Modern Art

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

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The Museum of Modern Art, 11 West 53rd Street, announces its fall enrollment of the STUDENT GROUP MEMBERSHIP PLAN available to all students and faculty in colleges or art schools outside the New York metropolitan area. The Plan provides full Museum membership privileges at \$12.50 a year instead of the regular \$18 non-resident fee.

This reduced rate goes into effect when twenty or more students or instructors enroll from each institution. Student Group memberships are accepted only twice a year in October and in March. Fall enrollment is open until October 15th. Last year, more than 3,500 students at 110 colleges, universities and art schools from all parts of the United States and Canada took advantage of this special plan.

Members under the Student Group Membership Plan receive four free Museum publications annually. Frequently issued in connection with current major exhibitions, Museum publications are considered as some of the most significant and authoritative books on modern art and the elements influencing its development. For example, one of the publications sent to Student Group members this year was TURNER: IMAGINATION AND REALITY, the catalog written by Lawrence Gowing and published in connection with the Turner exhibition.

As a special feature of the Plan, Student Group members receive 50 percent discount on a selected list of Museum publications and reproductions. This list of 41 titles includes such important books as THE HISTORY OF IMPRESSIONISM and POST-IMPRESSIONISM FROM VAN GOGH TO GAUGUIN both by John Rewald, THE HISTORY OF PHOTOGRAPHY: 1839 TO THE PRESENT DAY by Beaumont Newhall, and MODERN GARDENS AND THE LANDSCAPE by Elizabeth Kessler. Reduced annual subscription rates on twenty art magazines are also available to Student Group members.

In addition, Student Group members receive the same 25 percent discount offered to all Museum members on any of the 108 Museum publications in print and reproductions priced over \$1, four or more color slides of the Museum's famous collections, and Christmas card orders over \$3.

(more)

Other membership privileges include/^amonthly calendar of events, an unlimited admission pass to the Museum, its permanent collections, special exhibitions, daily film programs with advance tickets on request, Library, Print and Photography Study Centers, Art Lending Service, and Members' Penthouse, where luncheon and tea are served daily. Members also receive invitations to members' previews of major exhibitions, reduced rates for special lectures, symposia, etc., a complimentary admission pass for husband or wife, and reduced rates on entrance tickets for members' guests.

To inaugurate the Plan, a representative, student or instructor is selected to act as liaison between the college and the Museum. Students who want to join the Plan contact the representative who is enrolling the members and who has application forms. When the representative has received all \$12.50 enrollments, he forwards names and remittances to the Museum as a group enrollment. Membership cards, the 50 percent discount list and other information will be sent directly to the Student Members. All memberships are active for one year and will carry the expiration date of either October 31, 1967 or March 31, 1968. Further information may be obtained from college art departments or by writing the Membership Department, Museum of Modern Art.

Anyone interested in joining the Museum under this plan should contact:

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