

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 245-3200 Cable: Modernart

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For the first time college and university students in the New York City area are eligible for a reduced membership in The Museum of Modern Art, receiving full membership privileges as well as special student benefits, it was announced today.

Student Membership costs \$12.50 annually, half the regular resident membership fee, but carries full membership privileges, including a free admission pass to the galleries and film showings, free Museum publications, invitations to special openings, and reduced subscription rates to numerous American and foreign magazines dealing with painting, sculpture, photography, film, architecture, and design.

In addition to the regular membership discount of 25 per cent on all Museum publications, Student Members also have the privilege of a 50 per cent discount on selected reproductions and 48 books, including such classics as Post Impressionism: From van Gogh to Gauguin by John Rewald (retail price \$25) and The History of Photography: 1839 to the Present Day by Beaumont Newhall (retail price \$12.50).

The new annual Student Membership can be bought any time during the year at the Membership and Information Desk in the entrance lobby of the Museum, 11 West 53rd Street, New York City, or by mail. Students must show proof of enrollment by presenting a photostat of a dated bursar's receipt or of a school identification card.

Summer exhibitions at the Museum include Cartier-Bresson: Recent Photographs; The Art of the Real: USA 1948-1968, an exhibition of recent painting and sculpture; and Three University Buildings by James Stirling. Also during the summer months, the Museum presents jazz concerts in the Sculpture Garden on Thursday evenings.

Other privileges available to members include use of the Art Lending Service where paintings, sculpture, drawings, prints, and photographs are available for rent or purchase, use of the Members' Penthouse Restaurant where lunch and tea are served daily, and regular mailings of the Calendar of Events which keeps members informed of Museum activities throughout the year.

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The former Student Group Membership Plan in effect in colleges outside the metropolitan area, in which thousands of students are enrolled, has been liberalized so that all students can apply individually, instead of in groups. Out-of-town students currently enrolled in the Student Group Membership Plan will automatically receive information on the individual membership when their present memberships expire.

As The Museum of Modern Art receives no subsidy from the city, state, or federal government, it is entirely dependent on the support of its members, on the general public, and on gifts from foundations, friends, and patrons. Its 35,000 members live all over the world. Membership categories range in price from \$25 for people living in the metropolitan or suburban area and \$35 for a Family Membership to \$50 for Associate Members, \$100 for Fellow Members, \$200 for Supporting Members, \$300 for Sustaining Members, and \$1,000 for Patrons. Privileges vary according to category.

All members may purchase a second admission pass for husband or wife for \$2.50. Single admission to the Museum is \$1.50.

The Museum is open every day, except Christmas, from 11 a. m. to 6; Thursdays until 10 p.m. (throughout the summer); and sundays from noon to 6 p.m.

Additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N. Y. 10019.
245-3200