

The Museum of Modern Art

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In an effort to make its facilities more widely available, the Museum of Modern Art is taking the unprecedented step of instituting a free afternoon and evening once a week. Beginning February 9, every Monday the Museum will be open free from 2 p.m. until 9 p.m. Three film showings, at 2:30, 5:30 and 8 p.m., will be offered and all galleries will be open including special loan exhibitions and selections from the Museum's collections of paintings, sculpture, architecture and design, photography and prints and drawings. The restaurants will open at 1:00 and light refreshments and dinner will also be served until 8 p.m. The Bookstore at 11 West 53rd Street will open at 2 p.m.; Bookstore 2 at 32 West 53rd Street will continue its present hours of 10:30 a.m. to 5:45 p.m.

The action was authorized by the Board of Trustees. The purpose of the new policy, according to Walter Bareiss, Chairman of the Museum's Operating Committee, is to make the facilities of the Museum -- its collections and exhibition program -- available to more members of the community. "The Museum has long been concerned that its admission fees, now \$1.50 for adults and 75 cents for children, may have precluded ^cacess to its resources by many people in New York City," he said. "At the same time, the income derived from our admission fees and membership dues is absolutely essential to our continued operation. We receive no subsidy from the city, state or federal government, have a very limited endowment, and are dependent on the public for our financial support. We hope the institution of a free day will make it possible for many people -- students, artists, groups and individuals from community centers, retired senior citizens -- to visit the Museum who would not otherwise be able to do so."

The free Monday program, according to Mr. Bareiss, has been authorized for

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a six-month period in order to give the Museum an opportunity to determine its effect upon its general economics, whether the program can be continued without a special subsidy, and whether it presents any problem of logistics in handling the traffic flow of visitors.

The Museum is open daily throughout the year except on Christmas Day. New hours will be Monday, 2 p.m. to 9 p.m. -- free; Tuesday, Wednesday, Friday and Saturday, 11 a.m. to 6 p.m.; Thursday, 11 a.m. until 9 p.m.; and Sunday from noon to 6 p.m.

In addition, on three successive Monday evenings beginning January 19, the Museum Garden will be open free, weather permitting, from 6 p.m. until 9 p.m. so that the public can take part in the PULSA section of the current exhibition SPACES. Admission will be through the gate on West 54th Street. The Galleries will not be open on those three evenings.

Certain groups have always been admitted free to the Museum at any time. This policy will continue for student groups from New York City public schools and tuition free colleges and such groups from organizations receiving public aid as Haryou. Reduced rates are also available for students. Artists whose work is in the Museum painting and sculpture collections receive free passes.

"Our intention is to make this change in policy widely known, particularly among those members of the community who have never been able to afford to visit the Museum," Mr. Bareiss said.

Additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53rd Street, New York, N.Y. 10019. (212) 956 - 7501.