

The Museum of Modern Art

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MUSEUM OF MODERN ART AND BOOK-OF-THE-MONTH CLUB OFFER "MEANINGS OF MODERN ART" IN 12 VOLUMES

"An important message to all who are bewitched, bemused or baffled by modern art" was recently sent by The Museum of Modern Art to its 30,000 members around the country. Among the first replies was from a man who had been a Museum member for more than 30 years and said he was not bewitched, bemused or baffled but rather he loved modern art.

For thousands of other members, however, the message, which centered on a special 25% discount for a 12-volume set of books on "The Meanings of Modern Art," prepared by the Museum for general distribution through the Book-of-the-Month Club, was received with pleasure and they have responded by taking advantage of the offer. This is the first time The Museum of Modern Art, a leading art book publisher, has produced a series for the Book-of-the-Month Club, one of the world's largest distributors. So from now through Christmas Day, new members and old members of The Museum of Modern Art pay only \$53.52 for the series (plus shipping charges and taxes where applicable) as against the \$71.40 charge to the general public, a saving of \$17.88.

Described by the Museum as one of the most ambitious publishing ventures it has ever undertaken, the 12-volume profusely illustrated set of books was written by John Russell, art critic for The New York Times and formerly art critic of The Sunday Times, London.

It is also the most ambitious method the Museum has ever used to solicit new members whose dues provide a vital part of the institution's financial support. And financial support is at the top of every non-profit cultural institution's list of problems. The Museum hopes that many non-members,

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lured by the discount offer on the Book-of-the-Month Club volumes, which is close to the cost of membership, will join the Museum, adding to the ranks of this important constituency.

The first volume being mailed now to the prospective subscribers for trial examination is called "The Secret Revolution" and deals with the French Impressionists and Post Impressionists who changed art in ways that related to changes in society, in physics, in medicine, in communications and in the science of human nature.

The final volume, due in a year but already written, is called "How Good is Modern Art?" and gives a faithful account of art as it has existed in the last 25 years and concludes that as far as art will exist in the future, we can say "No sane society will wish to be without it." In between are such titles as "History as Nightmare," "An Alternative Art," and "America Re-defined."

Additional information available from Elizabeth Shaw, Director, Department
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