

The Museum of Modern Art

For Immediate Release
September 1991

FACT SHEET

ART GALLERY TREASURE HUNT

- WHEN** Saturday, October 19, 1991
1:00 - 8:00 p.m.
- WHERE** The Museum of Modern Art and participating art galleries:
Associated American Artists, Brooke Alexander Editions, Castelli
Graphics, Crown Point Press, Multiples/Marian Goodman, Pace Prints
- WHAT** The first Art Gallery Treasure Hunt, organized to benefit the
Endowment for the Purchase of Prints at The Museum of Modern Art,
will challenge art lovers to track down prints located at the six
participating galleries. At each stop, participants will need to
decode one of a series of clues that will lead them to the right
print and ultimately to The Museum of Modern Art.
- Treasure hunters will convene at either Brooke Alexander Editions
in Soho or Multiples/Marian Goodman on 57th Street. Refreshments
will be served, and participants will then start the hunt. The
Treasure Hunt will end at a cocktail party at The Museum of Modern
Art. All hunters who have submitted correct answers to the clues
will vie for prizes: prints by Richard Artschwager, Tony Cragg,
Jim Dine, Nancy Graves, Jasper Johns, and Ed Ruscha, donated by
the participating galleries.
- ENDOWMENT
COMMITTEE** Brooke Alexander*, Arthur Fleischer, Jr., Leslie J. Garfield*,
Jane Heffner, Linda B. Janovic*, John Loring, Donald B. Marron,
Barbara J. Pine, Harvey W. Rambach, Herbert D. Schimmel, Philip A.
Straus, Jeanne C. Thayer, Kathleen L. Westin (*Treasure Hunt Co-
Chairs with Richard Anderman, Marian Goodman, Edgar B. Howard, and
Howard B. Johnson, Jr.)
- TICKETS** Benefactor tickets are \$500 each, which includes a single
admission and a signed poster created by Jasper Johns for his
print retrospective at The Museum of Modern Art. Participant
tickets are \$125 each. Tickets may be purchased directly from the
Museum's Department of Prints and Illustrated Books. For more
ticketing information, call 212/708-9562.

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For further press information, contact the Department of Public Information, The
Museum of Modern Art, 212/708-9750.

11 West 53 Street, New York, N.Y. 10019-5498 Tel: 212-708-9400 Cable: MODERNART Telex: 62370 MODART