

# The Museum of Modern Art

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## **PICASSO AND PORTRAITURE CLOSES AS ONE OF THE MOST POPULAR EXHIBITIONS IN THE HISTORY OF THE MUSEUM OF MODERN ART**

**Exhibition has significant economic impact on New York City,  
drawing out-of-town visitors who spent more than \$260 million**

*Picasso and Portraiture: Representation and Transformation*, which closed on September 17 at The Museum of Modern Art, drew record crowds from around the world making it one of the most popular exhibitions in the Museum's history. The total attendance for *Picasso and Portraiture* was 500,000. The exhibition is a testament to the enduring appeal of Picasso's art: it is the third most popular exhibition ever held at the Museum after *Pablo Picasso: A Retrospective* (1980), which attracted one million visitors and *Henri Matisse: A Retrospective* (1992), which had an audience of 940,000 people.

"The strong attendance for this exhibition says a lot about the public's immense fascination with Picasso, but it also makes a statement about the growing popularity of museums at a time when participation in the arts in general is declining," stated Glenn D. Lowry, Director of The Museum of Modern Art.

*Picasso and Portraiture* attracted visitors from around the world and had a significant economic impact on the city of New York. According to a Museum visitor study, the exhibition attracted some 350,000 out-of-town visitors to New York City, who spent a total of roughly \$268 million during their stay. Thirty-nine percent of the out-of-towners said that the exhibition was the impetus for their trip to New York.\*

The acoustiguide tour accompanying *Picasso and Portraiture*, which featured actor and writer Steve Martin, was one of the most popular in the Museum's history, with 25% of visitors opting to use it.

*Picasso and Portraiture* was the first comprehensive survey of the artist's portrait work, featuring 221 paintings and drawings, nearly half of which were on view for the first time in the United States. The full exhibition had its only showing at The Museum of Modern Art from April 28 to September 17, 1996. A smaller version of the exhibition opens at the Grand Palais, Paris on October 18, 1996, and remains on view through January 20, 1997.

*Picasso and Portraiture* was organized by William Rubin, Director Emeritus, Department of Painting and Sculpture, The Museum of Modern Art, in collaboration with Hélène Seckel, Chief Curator, the Musée Picasso, Paris, and with the Reunion des Musées Nationaux, Paris.

*Picasso and Portraiture* was sponsored in part by Philip Morris Companies Inc. An indemnity for the exhibition has been granted by the Federal Council on the Arts and Humanities. The Luxury Collection of ITT Sheraton was the exclusive hotel sponsor. The accompanying publication was made possible by generous grants from the William S. Paley Foundation, Inc., and the Blanchette Hooker Rockefeller Fund, with additional support from Agnes Gund and Daniel Shapiro, and Mrs. Donald B. Straus.

\* A Study of Visitors to the Picasso and Portraiture Exhibition at The Museum of Modern Art by Jeffrey K. Smith, Lisa Wolf, and Jane O'Brien, June 1996

For further information or photographic material, please contact Alexandra Partow, Assistant Director of Communications, The Museum of Modern Art, 212-708-9756 or visit our Web site at <http://www.moma.org>.