

The Museum of Modern Art

For Immediate Release
June 1997

THE MUSEUM OF MODERN ART ANNOUNCES EXTENDED PUBLIC HOURS AND ADMISSION TICKETS VIA THE INTERNET

REVISED HOURS GO INTO EFFECT FRIDAY, JULY 4, 1997

The MoMA Book Store, The MoMA Design Store, and The Garden Café also Amend Hours

Glenn D. Lowry, Director, The Museum of Modern Art, announced two initiatives to better serve MoMA visitors: earlier public hours, and admission ticket sales via the Internet, both effective beginning Friday, July 4, 1997.

In response to public demand, the Museum will open at 10:30 a.m. daily, with the exception of Wednesday (when the Museum is closed). An earlier morning opening is expected to be particularly welcomed by out-of-town visitors as well as local museum-goers. Overall, public visiting hours will be increased by two and a half hours per week.

MoMA will continue to be open later on Friday evenings, with pay-what-you-wish extended by one hour, in effect from 4:30 p.m. to 8:30 p.m. Friday night pay-what-you-wish is sponsored by the William H. Kearns Foundation. Thursday evening hours will be discontinued.

The MoMA Book Store, The MoMA Design Store (44 West 53 Street), and The Garden Café also announced new hours. The Museum's elegant Italian restaurant, Sette MoMA, will maintain its current schedule.

Museum hours:

Open 10:30 a.m. to 6:00 p.m. Saturday to Tuesday, and Thursday

Closed Wednesday

Open 10:30 a.m. to 8:30 p.m. Friday (pay-what-you-wish 4:30 p.m. to 8:30 p.m.)

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The MoMA Book Store hours:

Open 10:00 a.m. to 6:30 p.m. Saturday to Thursday
 Open 10:00 a.m. to 9:00 p.m. Friday

The MoMA Design Store hours:

Open 10:00 a.m. to 6:00 p.m. Saturday to Thursday
 Open 10:00 a.m. to 8:00 p.m. Friday

The Garden Café hours:

Open 11:00 a.m. to 5:00 p.m. Saturday to Tuesday, and Thursday
 Closed Wednesday
 Open 11:00 a.m. to 7:45 p.m. Friday

Sette MoMA hours:

Open for lunch 12:00 noon to 3:00 p.m. daily except Wednesday
 Open for dinner 5:00 p.m. to 10:30 p.m. daily except Wednesday and Sunday

In addition, visitors can purchase admission in advance on the Internet from anywhere in the world, 24 hours a day. By logging onto the Museum's Web site at www.moma.org, or TicketWeb at www.ticketweb.com, tickets may be ordered and paid for with a credit card. Visitors with prepaid tickets will be able to avoid lines at the entrance to the Museum. The tickets will be available for pickup at the Lobby Information Desk. TicketWeb charges a service fee of 5 percent of the face value of the ticket (\$.50 minimum, with a cap of \$1.00), plus a \$.50 transaction fee at the time of purchase.

After July 4, 1997 general admission will be \$9.50 for adults; \$6.50 for seniors and full-time students with current identification. Museum members and children under 16 years of age accompanied by an adult are free.

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