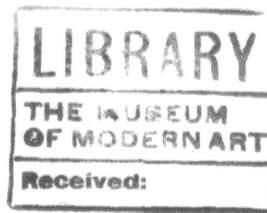


THE MUSEUM OF MODERN ART

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SOME FACTS AND FIGURES ON THE MUSEUM OF MODERN ART

This information has been brought up to date as of November 1, 1950. It may be useful to file for ready reference.

The Museum of Modern Art was founded in 1929 with the intention of "encouraging and developing the study of modern arts and the application of such arts to manufacture and practical life...." Later the Museum's purpose was restated as follows: "...to help people understand, use and enjoy the visual arts of our time." By "modern" the Museum has meant not only the contemporary but the challenging and the new.

This concept for the Museum grew out of the widespread public interest in the 1913 Armory Show and from the particular interest of Miss Lillie P. Bliss, Mrs. John D. Rockefeller, Jr., and Mrs. Cornelius J. Sullivan. Together with A. Conger Goodyear, the Museum's first president, Paul J. Sachs, Mrs. W. Murray Crane and Frank Crowninshield, they became the founders of the new museum.

From its inception the Trustees of the Museum interpreted art as including all the visual means of communication, and during its 21 years the Museum has come to embrace not only painting and sculpture but architecture, industrial and commercial design, motion pictures, photography, prints and drawings.

Alfred H. Barr, Jr. was appointed first Director of the Museum. On November 7, 1929, the Museum's initial exhibition Cézanne, Gauguin, Seurat, van Gogh was opened to the public in the Heckscher Building at 57 Street and Fifth Avenue. So successful were the Museum's exhibitions from its inception, that within two years a new home at 11 West 53 Street was found for its expanding activities. On February 9, 1932, the Museum opened its first exhibition International Exhibition of Modern Architecture (which later became its first traveling exhibition), at the new address, and established its Department of Architecture.

In the fall of 1932, both the Library and the Department of Circulating Exhibitions were established. The Film Library of the Museum was founded in May 1933 and, because there was not enough room in the West 53 Street building, occupied a suite of offices at 485

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Madison Avenue. From 1935 on, various other departments including Membership, Publications, Photography, Exhibitions and Industrial Design were established, although activities relating to most of them had existed since the early days of the Museum. The Department of Education was begun in 1937. The school started in 1944 and has since served 4,545 children and 2,860 adults.

A few statistics may indicate the Museum's growth and accomplishments. The Museum has held 462 exhibitions in New York and published 153 books of which 643,000 copies have been sold, exclusive of the 331,000 copies distributed to its members. Its members at present number 10,004. The Library has more than 13,500 volumes, 15,000 slides 4,100 of which are in color, 20,000 photographs and 100 files of reference clippings, making it the largest library on modern art in the world. The Circulating Exhibitions Department has arranged 5,744 showings of its exhibitions in the United States and Canada, 33 exhibitions in 38 foreign countries and has at present a program of approximately 69 exhibitions, with 318 bookings in the United States during the past year. Since 1931, 1,005 individual exhibitions have been circulated.

The Film Library has acquired 12,000,000 feet of film, which would take approximately 2,176 hours to run, or 272 eight-hour days of continuous projection. From these archives numerous programs have been made up in series or separately for showing at the Museum and for circulation to other non-commercial institutions throughout the country. In addition to the daily programs at the Museum itself, 2,000 other groups or organizations have shown its films. Of these, 550 have used the Museum programs regularly, the rest occasionally. Users include universities and colleges, museums, churches, libraries, hospitals and prisons - institutions as varied as the Veterans' Administration Hospital, Topeka, Kansas; the United Nations Film Society; the Apostolate for the Deaf and Hard of Hearing, and the American Newspaper Guild.

The Museum has held several exhibitions presenting a general survey of the living arts and a cross section of its own activities: the fifth anniversary exhibition, Modern Works of Art in 1934; the tenth anniversary exhibition, Art in Our Time held in May 1939 at the opening of the Museum's permanent home at 11 West 53 Street, to which the Museum moved after a two-year sojourn in the Time-Life building in

Rockefeller Center, and Art in Progress held in the summer of 1944. For its 20th anniversary, rather than put on another big survey, the Museum presented Modern Art in Your Life, an exhibition aimed at creating a better understanding of the many uses and influences of modern art today.

The Museum of Modern Art has been visited by approximately 6,500,000 persons in the 21 years of its existence. The highest attendance for any single exhibition in the old building on West 53 St. was the 1935 van Gogh exhibition: 142,341, an average of 1,452 per day. The attendance in other cities throughout the country plus that in New York totaled 886,631. In the present building the highest attendance for any exhibition was 100,670 for Picasso: Forty Years of His Art, held in 1939, an average of 1,864 per day. The attendance at the Museum for the year 1949-50 was 500,431.

HOURS

Daily including Saturdays, 12 noon to 7 p.m.; Sundays, 1 to 7 p.m.

ADMISSION

Adults, 44¢; Children, sixteen years and under, 14¢, including tax.

MEMBERSHIP

Anyone may join the Museum of Modern Art. Membership includes free admission; a certain number of free publications and 25% discount on other Museum publications and color reproductions; invitation to Members' evening openings; use of Museum Penthouse and Library; free subscription to the Museum Bulletin and to the Members' Calendar, among other privileges.

Resident Membership - 5 boroughs of New York City	\$12.50
Non-Resident Membership	\$10.00

Also other categories of membership. Complete details on request at the Museum.