

Distributed by
Natalie Hoyt when on
tour.

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

520403-28

FOR IMMEDIATE RELEASE

SPECIAL SERVICES OF MUSEUM OF MODERN ART AVAILABLE ALL OVER U.S.A.

Because modern art influences so many things in our daily life, from the pattern of the linoleum on the kitchen floor to the design of new schools and stores, the Museum of Modern Art in New York is placing particular emphasis this year on making its exhibitions, films and books available to people who live in other parts of the country and who cannot readily visit the Museum itself.

Among the special services established by the Museum for the benefit of people outside New York are: traveling exhibitions of famous paintings, sculpture, home furnishings, advertising art, school architecture and important photographs; significant American and European films; books such as "How to Make Objects of Wood" and "What is Modern Painting?"; slide talks for parents and teachers on "Understanding the Child Through Art," and inexpensive color reproductions of famous pictures.

This policy of making the Museum's great store of modern art available to a large number of people developed from the original premise of the Museum that the scope of its interests and services should be both national and international. The Museum was founded in 1929 to help people understand, enjoy and use arts of our time because these arts reflect and shape our world; there were already many other museums emphasizing the art treasures of the past.

Traveling Exhibitions

A special department has been established to make important Museum exhibitions available to people in other cities and towns. In addition, exhibitions especially planned for circulation are prepared by the department and are rented at nominal fees to be shown in libraries, schools, colleges and museums throughout the country. Typical in the list of more than 50 exhibitions annually circulating are: "Fifteen Americans," a painting and sculpture exhibition being circulated after its Museum showing; "Three Modern Styles," illustrating how three styles in painting are reflected in clothes, architecture, jewelry, etc. during three periods since the turn of the century; "What is

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Modern Painting?" which explains the trends in art during the past 75 years; "Modern Buildings for Schools and Colleges"; and "Five French Photographers."

Exhibitions, which have been circulated by the Museum for 20 years, have had more than 6,000 showings in the U.S. and in 37 foreign countries. Each year a new catalog is published listing the available exhibitions.

Circulating Films

A new art, the film, which has become a significant reflection of contemporary esthetics, morals and manners, receives special emphasis in the Museum's program of reaching out to other towns and cities. The fine American and European films which have been produced since 1895 are available for rent for strictly educational, non-commercial uses only, including films of famous actresses such as Sarah Bernhardt, D.W.Griffith's early films, art films, experimental films, and selected Hollywood films that are no longer shown in the theatres. All are new prints and are accompanied by film notes.

The Museum's Film Library, contains 13 $\frac{1}{2}$ million feet of film and is considered the finest collection in the world.

Art in the Home

As books and color reproductions are one way the individual can bring a part of the Museum into his own home, the Museum has set up a mail order department. Large color reproductions, framed or unframed, of such famous pictures as van Gogh's "Starry Night" and Picasso's "Three Musicians" are sold as well as small reproductions costing as little as 35¢, Christmas cards and postcards.

There are approximately 70 Museum books now in print including "How to Make Modern Ceramics," "The History of Modern Photography," "What is Good Design?," "Matisse: His Art and His Public." A catalog of books and reproductions is available from the Museum.

Museum Memberships

Out-of-town members of the Museum receive four books a year; four bulletins a year, devoted to a particular exhibition or activity; use when in New York City of the Members' Clubhouse in the Museum Penthouse where lunch and tea are served daily. Members also receive a 25% reduction on books, records, Christmas cards and color reproductions. Memberships start at \$10 a year.