

THE MUSEUM OF MODERN ART
11 WEST 53RD STREET, NEW YORK

TELEPHONE: CIRCLE 7-7470

FOR RELEASE Thursday, October 11, 1934

REAL ESTATE EDITORS SHOULD NOTE
THIS RELEASE

Housing is a vital issue today. The Exhibition described in this release is of tremendous interest to real estate men as well as to the art public. It will arouse nationwide comment, and real estate editors will want to give their readers first-hand information.

From Tuesday, October 16, through Wednesday, November 7, three floors of the Museum of Modern Art, 11 West 53 Street, will be devoted to the most comprehensive and elaborate housing exhibit ever held in this country. This will be the Housing Exhibition of the City of New York, sponsored by the New York City Housing Authority, Columbia University Orientation Study, Lavanburg Foundation, the Housing Section of the Welfare Council, and the Museum of Modern Art.

For clarity and emphasis, part of the exhibition will be arranged in huge wall panels in numbered sequence, like the pages of a big book spread out along the walls of the Museum. The panels will outline by means of photomurals and a few graphic words the necessity for slum clearance, the obstacles in the way, and the possibilities of achieving modern, satisfactory low-cost housing not only in New York but all over the country.

The Exhibition will also include models of housing projects and developments both here and abroad, and two full sized apartments. One of these will be a three-room flat lifted almost intact, furniture and all, from an old-law tenement house recently demolished. The entire length of the three-room flat is twenty-eight feet and its width thirteen feet! Only one room has windows on an outside court. A single window in each of the other rooms opens on a dark, airless shaft. In this actual apartment,

known as a "dumb-bell" because of its shape, eight persons lived until recently. It will be rebuilt in the Museum-- and furnished with the furniture of its last occupants--exactly as it was in the slum tenement where for over fifty years it has housed unfortunate tenants.

There are still 530,000 similar flats in the old-law tenement houses of New York today. Four persons would be a low average to each of these flats, which would indicate that about two million of the population of New York still live in homes that more than thirty years ago were classified by law as unfit for human habitation.

As a contrast to the old-law tenement flat, a modern, low-cost apartment is being built on the third floor of the Museum. It also will consist of three rooms. It will illustrate the type of apartment that can be built in a modern housing development to rent for little if any more than the old "dumb-bell" flat. It will be furnished in modern style, with the simple but attractive furnishings that can be bought today in large department or furniture stores at very low cost.

In commenting on an exhibition of slum clearance and low-cost housing in an art museum, Mr. Alfred H. Barr, Jr., Director of the Museum, said:

"Architecture has been one of this Museum's important fields of activity since its large International Exhibition of Modern Architecture which was held in 1932 and has since been shown in so many different cities throughout the country. An important part of that exhibition was the housing section which included projects and completed developments both here and in Europe. That the artistic or architectural side of housing is important is demon-

stated by the very bad architecture which has been applied to most of the housing already constructed in this country. The Museum is, of course, most interested in the architectural aspect of the housing problem."

The Committee for the Exhibition is composed of Langdon W. Post, Honorary Chairman, Dr. Carol Aronovici, Chairman, Abraham Goldfeld, Vice-Chairman, Mrs. Alice Flexner Rothblatt, Secretary, Edward Conti, Arthur C. Holden, Louis E. Jallade, Philip Johnson, Dr. Samuel Joseph, John J. Klaber, Miss Loula D. Lasker, G. Lyman Paine, Jr., Mrs. Joseph M. Proskauer, Evert Routzahn, Clarence S. Stein, Miss Harriet T. Townsend.

The Exhibition is being held under the supervision of Philip Johnson, Chairman of the Architecture Department of the Museum, and directed by G. Lyman Paine, Jr., of the New York City Housing Authority.

Individual sponsors of the Exhibition include Dr. Frederick L. Ackerman, Dr. P. Anderson, Alexander M. Bing, Paul Blanchard, Dr. Carol Boettiger, Mrs. Sidney Borg, Charles C. Burlingham, Dr. Nicholas Murray Butler, Harold S. Bottenheim, Dr. Harold G. Campbell, Prof. E.E. Chaddock, Dr. Harry W. Chase, Chancellor, Richard S. Childs, Dr. Edward T. Devine, Mrs. Louis I. Dublin, Andrew Eken, John L. Elliott, Prof. Richard T. Ely, Dr. James Ford, Commissioner S.S. Goldwater, William Greene, Peter Grimm, Mrs. Helen Hanning, Prof. Werner Hegemann, Prof. Patricia S. Hill, Commissioner William Hodson, Thomas Holden, Dean Joseph Hudnut, Raymond Ingersoll, Stanley M. Isaacs, Darwin R. James, Alvin Johnson, John A. Kingsbury, Robert Kohn, Governor and Mrs. Herbert H. Lehman, Orrin C. Lester, Mrs. Everett D. Martin, Miss Cornelia E. Marshall, Dr. Howard S. Melish, Chas. Meyer, Mrs. Rosalie Manning, Rev. Edward Roberts Moore, Prof. Harry Overstreet, Wm. Church Osborn, Hon. Frances Perkins,

Joseph A. Palma, I.N. Phelps-Stokes, Commissioner Langdon W. Post, Hon. Joseph M. Proskauer, Lawson Purdy, Aaron Rabinowitz, Dr. John L. Rice, Victor F. Ridder, Ira S. Robbins, Frederic B. Robinson, Mrs. John D. Rockefeller, Jr., Mrs. R.H. Shreve, Mrs. Mary K. Simkhovitch, Hon. Alfred E. Smith, Roger W. Straus, Arthur Hays Sulzberger, Herbert Bayard Swope, Miss Mary Van Kleeck, B. Charney Vladeck, Miss Lillian Wald, Ralph T. Walker, Dr. E.E. Wood, Mrs. Julius C. Bernheim, Mrs. James P. Warbasse, Robert P. Lane, Mrs. Ransom S. Hooker.

In connection with the Exhibition the Museum will publish a book America Can't Have Housing, with a foreword by Dr. Aronovici and articles by the following authorities - Charles Ascher, Catherine Bauer, Walter Curt Behrendt, Hans Bernoulli, Harry Chapman, Abraham Goldfeld, Walter Gropius, Werner Hegemann, Robert Kohn, Lewis Mumford, Robinson Newcomb, Alberto Sartoris, Sir Raymond Unwin, Edith Elmer Wood, Henry Wright. The articles will cover practically every phase of housing both in this country and in Europe. Copies may be ordered directly from The Museum of Modern Art.