

Publicity

Late summer or Fall 1929

PUBLICITY -Statistics regarding MUSEUM OF MODERN ART

MUSEUM OF MODERN ART - 730 Fifth Avenue.

On Friday, November 8th, the temporary galleries of the Museum of Modern Art in the Heckscher Building, 730 Fifth Avenue, will open with an exhibition of about ninety paintings by the four painters, Cezanne, Gauguin, Seurat, and van Gogh. There will be an invitation opening on Thursday.

Cezanne, Gauguin, Seurat, and van Gogh were foremost among the pioneers of modern art. This is perhaps the greatest exhibition of their work held in America.

Many of the paintings have been lent by European collectors including Lord Ivor Spencer Churchill, Samuel Courtauld, and Percy Moore Turner, of London; Etienne Bignou, Jacques Doucet, Paul Guillaume, Joseph Hessel, and Ambroise Vollard, of Paris; V.W. van Gogh of Amsterdam; Dr. C. F. Reber of Lausanne; and Justin Thannhauser of Berlin.

American collectors who have lent paintings include Dr. Harry Bakwin, James W. Barney, Mr. & Mrs. Chester Dale, Dr. F. H. Hirschland, Adolph Lewisohn, Julius Oppenheimer, Mr. and Mrs. Arthur Sachs, Howard J. Sachs, Mr. and Mrs. Walter E. Sachs, and Dr. Josef Stransky, of New York; and

John Nicholas Brown, Gilbert E. Fuller, Mr. and Mrs. Q. A. Shaw McKean, Keith McLeod, Robert Treat Paine, 2nd, and John T. Spaulding, of Boston; Frederic C. Bartlett, Walter S. Brewster, Martin A. Ryerson, of Chicago; Ralph Coe, Frank H. Ginn, of Cleveland; W. S. Stimmel of Pittsburgh; Joseph Winterbothom of Burlington, Vermont; Stephen Haweis of Greenwich, Connecticut.

Among the dealers, Messrs. Bernheim jeune, The Flechtheim Gallery, M. Knoedler and Company, Alexander Reid and Lefevre, Paul Rosenberg and Company, Wildenstein and Company.

Four Museums have also lent pictures. The Art Institute of Chicago, The Detroit Institute of Arts, The Phillips Memorial Gallery of Washington, and the Worcester Art Museum.

The Trustees are A. Conger Goodyear, President; Miss Lizzie Bliss, Vice President; Mrs. John D. Rockefeller, Jr., Treasurer; Frank Crowninshield, Secretary; William T. Aldrich, Frederic C. Bartlett, Stephen C. Clark, Mrs. W. Murray Crane, Chester Dale, Samuel A. Lewisohn, Duncan Phillips, Mrs. Rainey Rogers, Paul J. Sachs, and Mrs. Cornelius J. Sullivan.

The Galleries at 730 Fifth Avenue will be devoted to loan exhibitions during the next two or three years. Following the opening exhibition there will be an exhibition of modern American painters.

Staff: Alfred H. Barr, Jr., Director; Jere Abbott, Associate Director; Mary Sands, Secretary; Genevieve Carpenter, Assistant.

Gallery: Four rooms for paintings and one for watercolors, library and office. Floor area, 4,479 square feet; linear wall space, 424 feet. Will accomodate 650 people.

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