

# THE MUSEUM OF MODERN ART

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## REDUCED MEMBERSHIP RATES FOR STUDENT GROUPS AT MUSEUM OF MODERN ART

Enrollments are now being taken for the rapidly-growing Student Group Membership Plan of the Museum of Modern Art, 11 West 53 Street, New York City. Available nationally to college and art school students outside the New York metropolitan area, the Plan provides full Museum membership privileges at \$10 a year instead of the regular \$15 non-resident fee. The \$10 rate goes into effect when twenty or more students or art instructors enroll from each institution. The Museum, accepting group memberships only twice a year, has announced March 15th as the Spring deadline for joining the more than 30 colleges from all parts of the country already participating.

Under the Student Group Membership Plan, members are sent four Museum books annually at no extra charge. Issued in connection with major exhibitions, Museum publications are known for their comprehensive, readable texts and high quality reproductions. "German Art of the 20th Century," which sells for \$9.50, and a lavishly illustrated catalog of the Picasso 75th Anniversary Exhibition held at the Museum were among books sent to members in 1957. Exhibitions during the coming year will include selections from the Museum Design Collection, "New Architecture," "Recent Sculpture, U.S.A.," and works of Seurat, Arp, Miró and de Kooning. All members receive a 25 percent discount on any of the 94 Museum publications in print, color reproductions and sculpture reproductions. As a special feature of the Plan, student members are entitled to a 50 percent discount on a selected list of Museum books.

In addition, members receive quarterly illustrated bulletins on aspects of modern art or contemporary artists; a bi-monthly calendar of events; and unlimited admissions to the Museum's permanent collection, special exhibitions, daily film programs, library and print room.

To inaugurate the Plan, a representative, student or instructor, is selected to act as liaison between the college and the Museum. When the representative has received twenty \$10 enrollment fees, he forwards names and remittances before March 15 to the Museum for processing. Memberships will be dated to expire March 31, 1959. Further information may be obtained from college art departments or by writing to the Membership Department, Museum of Modern Art, New York.

For additional information please contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, New York, CI 5-8900