

THE MUSEUM OF MODERN ART

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

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An important change in the future plans of the Museum of Modern Art has been made possible by the gift of Mrs. E. Parmalee Prentice of the adjoining two brownstone houses at 7-5 West 53rd Street, Dr. Henry Allen Moe, Chairman of the Board, revealed today. Mrs. Prentice has deeded this property between the Museum buildings and St. Thomas Church to the Museum, subject to her lifetime possession and control.

"This extremely generous gift, coming at a time when the Museum is attempting to solve one of its basic problems - lack of space - will have a far reaching effect on our future," Dr. Moe said. "Although no one at this moment can list all the improvements this will make possible in the 'new' Museum, we can say with certainty that not only the added gallery space but the new freedom of flexibility in planning will be of enormous and invaluable advantage to our public. The effect of this gift on the Museum's future can now only be visualized incompletely; but it is clear that these properties are uniquely indispensable to us."

Dr. Moe's announcement of the future gift coincided with a report by Campaign Chairman James Hopkins Smith, Jr. Mr. Smith said that \$10,000,000 has been received from trustees, friends, members, corporations and foundations.

Gifts and pledges for the "new" Museum have been received from 32 states and 5 foreign countries, Mr. Smith reported. Contributing members in the metropolitan area have come together in a series of meetings for the drive while the regular membership of 25,000 is being solicited by mail. The general public will be asked to support the 30th Anniversary Fund by joining the Museum in a membership campaign to be launched next fall.

Mrs. David R. Levy is Vice-Chairman of the Drive. David Rockefeller is Honorary Chairman. A list of the committee is attached.

For additional information contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York, N. Y. CI 5-8900.

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