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# THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

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Fifty modern works of art were sold for \$871,850 at a public auction for the benefit of the Museum of Modern Art's 30th Anniversary Drive on Wednesday, April 27 at the Parke-Bernet Galleries in New York City.

A capacity audience in New York, including many well-known collectors, was linked by a closed-circuit television network provided by Theater Network Television, Inc. to audiences in Dallas, Chicago and Los Angeles which also participated in the bidding. This was the first art auction ever carried over a coast-to-coast network in America.

High price of the sale was \$200,000 bid by an agent for a New York private collector for Les Pommes by Cézanne, donated to the auction by United States Ambassador to Belgium, William A. M. Burden. The Alexander Iolas Gallery in New York successfully bid \$145,000 for a cubist painting by Braque which had been donated by New York State Governor Nelson A. Rockefeller.

A bronze, donated by Jean (Hans) Arp brought \$8,500 from a buyer in Los Angeles who was participating in the bidding by means of the closed-circuit television network. A sculpture by Henry Moore, also donated by the artist, brought \$13,000 for the Museum's Fund. A Chicago buyer, watching the large screen at the Chicago Arts Club, bought a construction by Miro for \$5,500, while a Dallas buyer, 1,625 miles from New York, bought a Utrillo painting for \$20,000. A 1949 Picasso sold for \$37,000 to a man sitting, not in the main salesroom in New York, but in one of the adjacent galleries connected by television for the overflow audience.

A Miro painting, donated by the artist, sold for \$23,000 while a Dubuffet, from his Jazz series, was bought by a well-known architect, Gordon Bunshaft, for \$27,000. A recent painting by Soulages sold for \$9,000 to a Los Angeles collector and a 1956 Hartung, placed upside down on the stage by mistake, sold for \$11,000. A recent Dubuffet collage, donated by the artist, was bought by a New York dealer for \$18,500.

A Masson, donated by D. Daniel-Henry Kahnweiler, Paris, sold to a collector in Dallas for \$6,250.

The audience in New York included United States Ambassador to Belgium, William A. M. Burden, who donated the Cézanne Still Life, the Mayor of New York City, Robert F. Wagner, and Mrs. John D. Rockefeller, 3rd, President of the Museum who spoke briefly over the closed-circuit network before the auction began.

All the works in the sale were donated by private collectors, artists and American and European dealers. The auction benefited the Museum of Modern Art's 30th Anniversary Fund which aims at \$25,000,000 for endowment and new buildings. More than \$10,000,000 has been raised.

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