

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

The Museum of Modern Art presented 50 exhibitions in this country and abroad in all the visual arts during 1960-61 fiscal year and circulated film programs to nearly 1000 schools, colleges, universities and film societies according to its annual report released today. The number of members increased to a new high of 28,880. More than half a million admissions were recorded in New York alone and thousands of other people visited the circulating exhibitions in other parts of the world. More than 100,000 copies of Museum books were sold.

"This record of service to literally hundreds of thousands of people throughout the world is an impressive demonstration of the Museum's unique role in fostering the arts of our time," William A. M. Burden, Chairman of the Board, said in a statement accompanying the report. "I doubt if there is any other institution, entirely supported by the contributions of the public and without any city, state or federal funds which carries on such a wide variety of activities. This record is further evidence of the benefits which will accrue to the public and the art world through the successful conclusion of the Museum's current fund raising drive."

The Museum of Modern Art is seeking \$25,000,000 for an additional building, and for endowment and program funds. More than \$16,000,000 has been given or pledged since the start of the drive.

The operating budget of 1960-61 was \$2,334,248. More than half of this was earned through admission, membership dues, publication sales and fees for educational services. About 9 per cent was received as special grants for international activities, about 18 per cent contributed by trustees and friends. Seventeen per cent of the operating budget came from income from endowment funds, the highest percentage of the budget ever received from this source in the Museum's 30-year history. This is a direct result of the current fund raising drive. The deficit for the 1960-61 fiscal year was \$32,944.

Seven exhibitions of works from the Museum Collections and 19 loan shows were presented in New York during the year. Two exhibitions for the benefit of the 30th Anniversary Drive were held outside the Museum. Twelve other exhibitions were circulated around this country and 10 abroad. Twelve new books were published and two reprinted bringing the total number of books in print to 92. More than 3,800 students attended various classes held by the Museum in New York and on Long Island by the affiliated Institute of Modern Art.

Three hundred and seventy-five works in all media were added to the Collections, the core of the Museum's program.

"But these statistics, impressive though they are, do little to reveal the essence of the Museum or to measure the success which it has had in achieving its objective - to further the understanding and enjoyment of the arts of our time," Mrs. John D. Rockefeller 3rd, President, says in the introduction to the report. "The real record of this institution's achievement is to be found not in statistics but in the quality of our program and the depth of understanding and enjoyment which it brought to those who participated."

For additional information call Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. CI 5-8900.