

# THE MUSEUM OF MODERN ART

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The Museum of Modern Art announced today the successful conclusion of the largest fund raising drive ever undertaken by a museum. More than \$25,000,000, the goal set by the Trustees as needed for building and endowment, has been pledged or given by almost 3,000 donors in 43 states and 15 foreign countries.

Contributions from individuals ranged from single dollar bills and the contents of a piggy bank in Rhode Island to hundreds of thousands of dollars from benefactors and patrons. Contributions from organizations ranged from \$25 from a class of school children in Connecticut to several million dollars given by charitable foundations.

Gardner Cowles led the Drive as Chairman of the Museum's 30th Anniversary Committee composed of Trustees and friends. He succeeded James Hopkins Smith, Jr. who was the initial Chairman. David Rockefeller was Honorary Chairman and Mrs. Albert Lasker and the late Mrs. David M. Levy, Vice Chairmen. The Drive, launched in the fall of 1959, aimed at \$25,000,000, but netted \$25,262,000 after deducting expenses which amounted to only 2 1/3 per cent of the total.

Seven million dollars have been allocated to the building program now underway. A new garden wing on West 54 Street east of the present sculpture garden will provide a new large exhibition hall as well as classrooms for the Museum's affiliated Institute of Modern Art where more than 3,825 children and adults attend art classes each year. The roof of the new garden wing will be landscaped and will become an extension of the sculpture garden, to which it will be connected by terraces. New galleries, office and storage space will also be provided by a wing on West 53 Street between the existing main Museum building and St. Thomas Church. Philip Johnson Associates are the architects.

Major exhibitions of painting, sculpture, drawings and prints, photography and architecture will inaugurate both new wings at the time of the New York World's Fair in the spring of 1964.

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In the second phase of the building program, which will start as soon as the first new buildings can be occupied, galleries and offices will be extended west of the main building on 53 Street replacing three adjacent houses now owned and occupied by the Museum.

When the entire building program is completed, the Collections will have four times their present exhibition space, temporary exhibition space will be increased by almost 30 per cent, library, archives and other research facilities will have almost triple their present space and office space will be increased by more than 50 per cent. Penthouse facilities for membership and special events will be increased by more than 65 per cent.

Purpose of the Drive was to enable the Museum for the first time to make its unique collections of 20<sup>th</sup> century art, now largely in inaccessible storage in the Museum and in various parts of New York, available to the public in exhibition galleries and in adjacent study storage; to provide more flexible exhibition areas for loan shows, and to accumulate endowment so that the Museum, which receives no government subsidy, can meet increasing demands for educational services here and abroad.

Along with greatly enlarged exhibition space for the Museum's painting and sculpture collections, the new expanded Museum will include The Edward Steichen Photography Center, the Paul J. Sachs Galleries for Drawings and Prints and the Philip L. Goodwin Gallery for Architecture and Design.

In addition to Trustees, who contributed more than one-third of the goal before the Drive was officially launched, individual donors of more than \$100,000 included Mrs. Ziuta Gerstanzang, Mr. and Mrs. James L. Goodwin, Mr. and Mrs. Henry J. Heinz II, Mr. and Mrs. Albert A. List, the late John D. Rockefeller Jr., John D. Rockefeller 3rd, and Mrs. Nate R. Spingold.

Among the foundations that contributed were the Ford Foundation which gave in memory of the late Edsel Ford, a Museum Trustee. Others included the Avalon and Old Dominion Foundations which contributed to the Museum's publications program, the Cornelius N. Bliss Memorial Fund, Inc., the James Foundation of New York, Inc., the Charles E. Merrill Trust, the New York Foundation, which gave to the building fund and to the new photography center, Aaron E. Norman Fund, the Rockefeller Foundation, which gave for the International Study Center and the Lawrence A. Wien Foundation. The Rockefeller Brothers Fund not only contributed initially for the International Program but matched contributions dollar for

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dollar up to four million dollars in the closing months of the Drive. The CBS Foundation, the organization through which the Columbia Broadcasting System, Inc. makes educational and cultural contributions, contributed towards the Museum's circulating exhibitions program.

Major corporate donors included The Chase Manhattan Bank, Cowles Magazines and Broadcasting, Inc., Condè Nast Publications, Inc., Eastman Kodak Company, International Business Machines, Lord & Taylor, R. H. Macy & Co., National Broadcasting Co., Olin-Mathieson Chemical Corp., Rockefeller Center, Mme. Helena Rubinstein, Joseph E. Seagram and Sons, Inc., Skidmore, Owings and Merrill, St. Louis Post-Dispatch, Standard Oil Company of New Jersey and Time, Inc.

Many contributions were made to the Drive for a benefit art auction held at Parke Bernet and linked by closed-circuit television to Dallas, Chicago and Los Angeles. Among the art dealers and galleries who contributed works of art were Sam Salz, The Sidney Janis Gallery, Wildenstein & Co., Inc., Justin K. Thannhauser, Pierre Matisse Gallery, Galerie de France and the Otto Gerson Gallery. M. Knoedler & Co., Inc. and Paul Rosenberg & Co. made contributions directly to the Drive.

The Museum of Modern Art, founded in 1929, has grown steadily. Since the present main building was opened in 1939, attendance has increased from about 300,000 annually to more than 700,000, membership has grown from 7,000 to more than 31,000 and number of items in the Collections has increased from 2,600 to almost 20,000.

Start of construction for the first phase of the building program was authorized by the Museum Trustees when the Drive reached the three-quarter mark last summer. Formal ground-breaking ceremonies at which Governor Rockefeller officiated were held in November 1962. Demolition of the Prentice Houses at 5-7 West 53 Street, site of one of the new wings, began in January and excavation will begin this spring.

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Additional information available from Elizabeth Shaw, Publicity Director, The Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. CI 5-8900.