

The Museum of Modern Art

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FOR IMMEDIATE RELEASE
May 25, 1964

PLEASE SEE ATTACHED MEMO FOR SCHEDULE

11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

Mrs. Lyndon Baines Johnson will open the new galleries and enlarged Sculpture Garden of The Museum of Modern Art before an invited audience of 5,000 guests on Monday evening, May 25. The ceremonies will begin at 10:30 p.m. in the garden.

The 20-minute program will begin with a tribute by William A. M. Burden, President of the Museum, to artists to whom the evening is dedicated. A speech by Dr. Paul Tillich, Professor of Theology at the University of Chicago Divinity School, who had to cancel his appearance because of illness, will be read by Dr. Wilhelm Pauck, Professor of Church History, Union Theological Seminary, New York City.

The new galleries and Sculpture Garden will be officially declared open when Mrs. Johnson, standing on the new Upper Terrace, turns on the fountains and lights the trees, sculpture and pools.

Immediately before the ceremonies (9:30-10:30 p.m.), about 800 artists represented in the Museum Collections will meet Mrs. Johnson at a reception on the Upper Terrace. A dinner for 400 donors, art patrons and Museum officials will be given in the new Garden Wing under the Terrace from 8:00 to 9:30 p.m., preceded by cocktails on the Upper Terrace from 7:00 to 8:00 p.m.

The Museum, which has been closed since December, has more than doubled its exhibition space by adding two new wings and remodeling the main building, erected in 1939. The Sculpture Garden has been made a third larger. Philip Johnson Associates are architects for the building program.

Seven exhibitions opening simultaneously on the theme "Art in a Changing World: 1884-1964" include more than 550 paintings and sculptures, 400 architecture and design objects, 150 drawings and prints, and 170 photographs from the Museum's Collections, as well as a group of loan shows.

Tuesday, May 26 the Museum's 33,000 members will preview the exhibitions and new galleries. The public opening will be on Wednesday, May 27.

Guest list, text of speeches, additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53 St. New York 19, N. Y. CI 5-8900.

GALA
OPENING

Assigned photographers must be in this gallery by 7:25 p.m. in advance of the arrival of Mrs. Johnson's party, (i.e. one man cannot get pictures in lobby and in gallery as our facilities do not permit that much quick traffic); space is limited. Only photographers on specific assignment can be admitted. Special Museum pass is required.

8:00-9:30 p.m. Dinner in Garden Wing hall. No photographers or reporters.

9:30 p.m. Invited Guests for evening begin arriving at 11 West 53 Street. Between five and six thousand Contributing Members expected. Photographers may circulate freely in galleries and lower terrace of Garden.

9:30 p.m. Artists invited for special reception arrive at Garden Gate at West 54 Street.

9:30-10:30 p.m. Reception for Artists on new Upper Terrace. (Selected list attached.)

Photographers and reporters will need special pass to get into this Reception, either from 11 West 53 Street or from West 54 Street. Terrace will be crowded and quite dark.

Mrs. Johnson will meet the artists informally, no receiving line.

10:30 p.m. Official ceremonies held under small canopy at edge of Terrace overlooking rest of Garden.
Press section for photographers and reporters adjacent to speakers rostrum on 44 foot ramp connecting Upper Terrace with Museum second floor galleries.

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10:30 p.m.

This commands view of speakers and of garden.

Accessible from Museum or from Upper Terrace.

Special Museum pass is required as space is limited.

Program: Tribute to the Artists - William A.M. Burden,
President,
The Museum of Modern Art

Address - Dr. Paul Tillich, The John Duveen
Professor of Theology, University of
Chicago.

Opening - Mrs. Lyndon Baines Johnson
Mrs. Johnson will speak and then turn
on the lights and fountains in the
Garden. The turning up of the lights
and water will be done in four stages.
No photographer's flash or extra lights
of any kind will be allowed as this will
completely destroy the ceremony.
Mrs. Johnson will be easily visible
throughout.

11:00 p.m.

Mrs. Johnson walks down outdoor steps to lower terrace,
is expected to leave immediately through West 54 Street
Garden Gate.

11:00-12:30 p.m. Champagne reception for guests in the Garden and Galleries.

Photographers welcome.

Tuesday, May 26 - Preview for Museum Members

Wednesday, May 27 - 11:00 a.m. Museum opens to the Public