

# The Museum of Modern Art

200

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

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The newest addition to the mid-town Manhattan skyline is a gleaming white sign atop The Museum of Modern Art at 11 West 53 Street. Designed to intrigue office workers in the towering structures that now surround the Museum -- rather than <sup>distract</sup> planes flying overhead -- the 70-foot long sign has been attached to the wall of the seventh floor of the Museum.

The sign was constructed by Artkraft Strauss, from letters designed by Ivan Chermayeff, who also made the sign which hangs sidewise from the 53rd Street facade of the Museum. The aluminum letters, the tallest of which measure 4'3" high, are finished with white vitreous porcelain enamel and can be seen in the dark.

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Additional information available from Elizabeth Shaw, Director, and Lynn Traiger, Assistant Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N. Y. 10019, Circle 5-8900.