

The Museum of Modern Art

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

No. 31
FOR RELEASE:
Monday, March 27, 1967
PRESS PREVIEW:
Monday, March 27, 1967
11 a.m. - 4 p.m.

MEMBERS COLLECT, a selection of paintings and sculpture, drawings and prints, rented and sold by the Art Lending Service of The Museum of Modern Art during the past five years will be on view in the recently expanded Members' Penthouse on the sixth floor of the Museum from March 27 through May 22. The Art Lending Service is operated by the Junior Council of The Museum of Modern Art to encourage the appreciation and purchase of contemporary art.

Although the Penthouse is reserved for Museum Members, it is temporarily open to the general public for tea each afternoon from 3:30 to 5:30 p.m. this Spring while the Museum Garden Restaurant is closed for renovation.

The exhibition is presented to the public as a limited sampling of the more than 1,000 works which are available for rental or purchase by Museum Members each year. The works on view range from an early watercolor by Paul Klee, Man and Woman (1906), now in the collection of Mr. and Mrs. S. Carter Burden of New York City, to an enamel on steel sculpture, Small Explosion, done by Roy Lichtenstein in 1965, which now belongs to William Zierler of New York.

Among the eighteen works are a collage by Bruce Conner; a large lithograph by Jean Dubuffet; an oil painting by the American "naive" artist Joseph Fracarossi; a 1935 etching by Picasso; an oil painting on wood by the Haitian "primitive," Gerard Valcin; and a chalk drawing by Pavel Tchelitchew.

The works, selected by Campbell Wylly, Selections Advisor to the Junior Council, were borrowed from Museum Members in the greater New York-New Jersey area and as far away as Massachusetts and Missouri. They were originally selected for the Lending Service from more than 70 galleries in New York City which cooperate in the program by a committee of the Junior Council now headed by Mrs. Robert C. Leonhardt and Arthur M. Bullowa. Like all the works in the Lending Service collection, they were reviewed by Mr. Wylly, a member of the Museum staff.

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

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THE ART LENDING SERVICE - BACKGROUND

The Art Lending Service was established by the Museum's Junior Council in the fall of 1950. Since then approximately 7,000 Museum Members have bought or borrowed works from the Service; 2,700 works have been purchased since 1950 and more than 10,700 works have been borrowed. Its popularity has led museums, art centers and other organizations throughout the United States and Canada to adopt similar services for their communities.

The works available at The Museum of Modern Art may be rented by Members for two or three months at fees ranging from \$5.00 to \$65.00. If the borrower decides he wants to purchase the work of art after having the opportunity to live with it for a while, the rental fee is deducted from the purchase price, but rentals cannot be renewed. Works may be purchased at prices ranging from \$25.00 for photographs -- (which may only be purchased) to a top price of \$850, for paintings, sculpture, and other works.

Many borrowers, including doctors, architects, and business men, rent works for their offices as well as for their homes. A silkscreen print by the French artist, Victor Vasarely, included in the current exhibition, was borrowed from the office of stock-broker, Douglas A. Campbell, in downtown Manhattan.

While the rental fee for a private office is the same as that for a private home, a higher fee, which is divided with the artist if he is living, is charged for any straight "commercial rental" when works of art are borrowed on a short term basis by an institution.

A number of the Museum's Corporate Members -- advertising agencies, publishing firms and other organizations -- have also been able to install a continuing series of changing exhibitions of contemporary art in the reception areas of their offices by borrowing works from the Art Lending Service.

The Lending Service may also be used by colleges, schools and hospitals, providing that one member of the board of the organization is a Museum Member. Among
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the many institutions which have taken advantage of the Service in the past are New York Hospital and the United Hospital Fund.

Borrowers may make gift rentals to friends who may or may not be Members of the Museum. A number of individuals have rented paintings and prints for the hospital rooms of sick friends, for new apartments or new homes, for Christmas and wedding gifts. All works are insured by The Museum of Modern Art.

The Junior Council of The Museum of Modern Art, a group of approximately 60 men and women volunteers, sponsors a number of activities designed to expand the Museum's program of services to its Members and to the general public. The Council is responsible for the publication of the Museum's Christmas cards, the organization of the Museum's Television Archive of the Arts and also sponsors lectures, symposia and film showings during the year. The Junior Council is headed by Mrs. Douglas Auchincloss and Mrs. Alfred R. Stern.

The office and gallery of the Art Lending Service are located on the sixth floor of the Museum. Visitors may see a changing selection of paintings, watercolors, collages, prints, drawings, photographs and sculpture on view in the main gallery or they can view the additional works ranged in bins in the Lending Service office. About half of the 1,000 works in the Art Lending Service are usually available for inspection and new selections are continually added.

Although only Museum Members may rent or purchase the works available, anyone may visit the gallery by obtaining a pass from the Information Desk in the Main Lobby of the Museum.

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

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MEMBERS COLLECT ART LENDING SERVICE RETROSPECTIVE EXHIBITION

March 27 through May 22, 1967

Checklist

Dates appear on the works of art unless enclosed in parenthesis. In dimensions height precedes width.

Josef ALBERS. American, born Germany 1888.
Magic Square. 1962. Ink on paper, 10 x 13". Collection Hale R. Allen, New York. (Furman Gallery)

Lee BONTECOU. American, born 1931.
Untitled. (1963) Soot on muslin, 34 x 37". Collection Wilder Green, New York. (Castelli Gallery)

Bruce CONNER. American, born 1933.
Title Lost in Transit. (1958) Collage of cloth, threads, nails, paper and metal, 12 x 9". Collection private, New York. (Alan Gallery)

Jean DUBUFFET. French, born 1901.
Le Braconnier. 1953. Lithograph, 20 3/4 x 26". Collection Norman Dubrow, New York. (Gallery of Graphic Arts)

Joseph FRACAROSSO. American, born c. 1885.
Coney Island. 1963. Oil on canvas, 27 x 49". Collection Sol Levine, New York. (Morris Gallery)

Paul KLEE. Swiss, 1879-1940.
Man and Woman. 1906. Watercolor and pencil on paper, 8 1/2 x 6 1/2". Collection S. Carter Burden, New York. (John A. Torson)

Roy LICHTENSTEIN. American, born 1923.
Reckon Not Sir. (1964) Pencil and touche on paper, 27 1/2 x 19". Collection John Paul Jones, Kansas City, Missouri. (Castelli Gallery)

Roy LICHTENSTEIN. American, born 1923.
Small Explosion. (1965) Enamel on steel 1/8, 20 1/2 x 16 x 4". Collection William Zierler, New York. (Castelli Gallery)

MANOLO (Emanuel Martinez Hugue). Spanish, 1872-1945.
Apples in a Dish. (1914) Pencil on paper, 10 15/16 x 9 9/16". Collection Mr. and Mrs. William Bright Jones, New York. (John A. Torson)

Robert MOTHERWELL. American, born 1915.
Automatism A. (1965) Lithograph 34/100, 28 x 21". Collection Dr. and Mrs. Eli Stern, New York. (Irwin Hollander Workshop)

Toshinobu ONOSATO. Japanese, born 1912.
A-10. 1958. Oil on canvas, 25 x 35". Collection Herbert C. Bernard, New York. (Beatrice Perry, Inc.)

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Eduardo PAOLOZZI. British, born 1924.

Color Combinations in Pairs. Silkscreen 71/80, 26 3/4 x 12". Collection Edward Hopkins Emerson III, Scarsdale, New York. (Associated American Artists)

Pablo PICASSO. Spanish, born 1881.

Suite Vollard #26. (1935) Combined etching techniques, 11 x 12 1/2". Collection Mrs. Elisabeth Hamilton, Englewood, New Jersey. (John A. Torson)

George SEGAL. American, born 1924.

Untitled. 1964. Pastel on paper, 17 7/8 x 11 7/8". Collection Malcolm Goldstein, New York. (Green Gallery)

Jesus Rafael SOTO. Venezuelan, born 1923.

Edition Mat. (1964) Wood box with silkscreen on acetate 5/100, 12 1/2 x 12 1/2 x 6". Collection Mr. and Mrs. William C. Seitz, Auburndale, Mass. (Multiples, Inc.)

Pavel TCHELITCHEW. Russian, 1898-1957.

Balanced Space. 1952. Chalk on paper, 19 1/2 x 13 1/2". Collection Mrs. Robert C. Leonhardt, New York. (John A. Torson)

Gerard VALCIN. Haitian, contemporary.

Market Scene. (1965) Oil on wood, 10 1/2 x 15 1/2". Collection Margaret Wood Stookey, Hastings-on-Hudson, New York. (Art d'Haiti, Inc.)

Victor VASARELY. French, born 1908.

Untitled (from Album Cinétique). (1964) Silkscreen, 25 1/2 x 24". Collection Douglas A. Campbell, New York. (Pace Gallery)