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THE MUSEUM OF MODERN ART

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FOR RELEASE

Exhibitions of modern art are now being held in motion picture lobbies. During the past few months the Fox Theatre in St. Louis has shown several circulating exhibitions from the Museum of Modern Art, New York. It was New York's Roxy Theatre, however, that took the initial interest in showing modern art in its lobby, although its first exhibition did not take place until after the first St. Louis showing.

Among the Museum's exhibitions shown in motion picture lobbies are Modern Water Color and Pastel Reproductions, Posters by Cassandre, Reproductions of Mexican Frescoes by Diego Rivera, and Reproductions of Paintings and Drawings by Van Gogh. The most recent exhibition held in the Fox Theatre in St. Louis was Architecture by Le Corbusier, which stimulated a great deal of public interest and appreciative comment by St. Louis art critics. This theatre has made arrangements for monthly exhibitions from the Museum of Modern Art.

Junior League chapters, women's clubs, private and public schools, and occasionally department stores also show the traveling exhibitions assembled by the Museum of Modern Art. These are the smaller exhibitions composed of anywhere from twelve to sixty separate items. The larger traveling exhibitions selected from the major exhibitions shown in New York at The Museum of Modern Art may be composed of several hundred separate items -- the largest number ever sent out by the Museum in one exhibition included more than five hundred pieces.

In March, 1932, The Museum of Modern Art began circulating exhibitions of painting, sculpture, architecture, industrial art, theatre art, folk art, color reproductions, murals, posters, book illustrations, and book bindings. During this five-year period forty-three traveling exhibitions arranged by the Museum have been shown 448 times in 142 different cities in this country and Canada.

The Museum constantly receives more requests for its exhibitions than it can fill. The Rental Fees range from \$15. to \$500., the greater number renting for \$100. or less.