

THE MUSEUM OF MODERN ART

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ANNUAL REPORT OF THE MUSEUM OF MODERN ART

Thomas Mabry, Executive Director of The Museum of Modern Art, presented today (Friday, November 12, 1937) to the Trustees and Corporation members the Annual Report of the Museum's activities. The year that ended June 30, 1937 was the last in the Museum's old quarters at 11 West 53rd Street. During the year 11 large loan exhibitions were held including the now famous exhibition of Fantastic Art, Dada and Surrealism, which drew an attendance of over 1,500 people a day. The year's exhibitions represented loans from 163 American collectors, 127 foreign collectors, 16 American museums, 4 foreign museums, and totalled over 2,781 items.

"During the year," Mr. Mabry said, "the Museum added 376 items to its Permanent Collection. These acquisitions include a variety of material ranging from the massive abstract bronze sculpture by Jacques Lipchitz of Paris--which the Museum was forced to bring into this country as 'manufacture in bronze' because the customs examiners refused to recognize it as a work of art--works by Lachaise, Lehmbruck, Miro, Ernst, Dali and other modern painters and sculptors to posters by McKnight Kauffer for the London Passenger Transport Board, and by Shepard for the William Wrigley Jr. Company.

"The Museum sent out to other institutions 29 circulating exhibitions. They were shown 122 times in 65 different cities in the United States and Canada. The majority of these exhibitions were held first at The Museum of Modern Art in New York. Institutions showing them include 48 colleges, 46 museums, 9 schools, 10 art associations, 2 galleries, 3 clubs, 1 department store, 2 theatres and 1 library."

Mr. Mabry's report also listed the publication of 7 art books in connection with the exhibitions. These publications, totalling 21,000 copies, were: New Horizons in American Art; John Marin; Fantastic Art, Dada and Surrealism; Modern Architecture in England; Posters by E. McKnight Kauffer; Photography 1839-1937; Prehistoric Rock Pictures in Europe and Africa; The New Architecture and the Bauhaus. Museum members received free of charge

7,600 books. More than 13,000 books were distributed in 45 states, the Philippine Islands, Hawaii, Japan, England, Canada, U.S.S.R., Germany, Italy, Switzerland, France, Holland, Peru, Australia, South Africa, Mexico, Austria, China, Sweden, Denmark, Norway, India, Czechoslovakia.

The Department of Architecture and Industrial Art assembled sections in six of the year's exhibitions, supervised the production of a motion picture of the London Zoo, and established an information bureau for professionals and laymen in the field of architecture and industrial art.

The Museum library acquired 509 new books and pamphlets to add to its already important collection of books and ephemeral material on modern art. The library also circulated 2,872 slides to 93 lecturers and teachers.

Three lectures and eight film programs from the Museum's Film Library were given to members during the season.

Mr. Mabry also reported a membership of 2,611 as of June 30, 1937. He went on to say that during the coming year, while the new Museum was being built and the Museum occupied temporary quarters in Rockefeller Center, efforts were being made to extend the Museum's activities by increasing its membership throughout the country. Membership privileges have been extended to include color reproductions from the Permanent Collection, the first of which will be the well known Woman in White by Picasso. Every member of the Museum this year will receive one of these. Out-of-town membership activities have already resulted in the formation of the Washington Gallery, which is similar to the Museum's affiliated membership group in Boston. The Museum now has twenty-three out-of-town committees which are instrumental not only in securing members for the Museum but also in bringing to their own communities various art activities of contemporary interest.

Mr. Mabry closed his report with the statement that the budget for the past year had been successfully met through the three sources of income: contributions, endowment fund and operating earnings. The year ended with a \$4,000.00 surplus of income over expenditures. The annual report concludes the Museum's eighth year. It was founded in the summer of 1929 and gave its first exhibition in November 1929.