

The Museum of Modern Art

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No. 57

For release:

June 1, 1970

On June 1 The Museum of Modern Art and Geigy Chemical Corporation begin a year-long experimental program giving all Geigy employees free admission to the Museum in return for a corporate grant.

The administrative and research headquarters of Geigy, a leading manufacturer of chemical products in the United States, are located in the Westchester suburbs of New York. Geigy Chemical Corporation has been a leader in developing activities relating to the arts, as a corporation and for its employees, following a strong conviction that business and the arts should unite to sustain one another.

The company's own outstanding collection of work by contemporary artists began in 1959 when the first work of art was acquired for its administrative and research headquarters in Ardsley, New York. Although international in scope, in recent years it has emphasized American artists working in the New York area.

Geigy Chemical Corporation uses its collection to enrich the working environment of its employees. Works of art are continually being added to the collection and are systematically rotated among the offices and facilities. While the majority of the works are in Ardsley, many significant paintings and sculptures are on view in other Geigy facilities in Harrison, New York; Bayonne, New Jersey; Cranston, Rhode Island; and in the headquarters of Geigy Canada Ltd. in Montreal.

Charles Hesse, Director of Development and Corporate Relations at The Museum of Modern Art, commented on the growing cooperation of business and the arts: "We look to this new program as a mutually rewarding association with Geigy and as a valuable step towards the encouragement of substantial business participation in and support of the Museum's programs. This support has become increasingly essential if we are to continue to be able to serve the community."

The experimental program which will be initiated by The Museum of Modern Art and Geigy Chemical Corporation is similar to the recent program of cooperation between

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Geigy and the Whitney Museum of American Art. It differs from The Museum of Modern Art's regular Corporate Membership program in that it entitles all Geigy employees to free Museum admission.

The Museum of Modern Art's Corporate Membership program was established in 1948 not only to provide a much-needed source of income, but also to foster a mutually beneficial relationship between the Museum and the business community. There are now more than 100 corporations and corporate foundations supporting the Museum with annual donations. These corporations are enjoying, among other benefits, the privilege of renting or purchasing works in all media through the Museum's Art Lending Service, and of obtaining assistance on the acquisition and exhibition of contemporary works of art through its Art Advisory Service. A limited number of employees are entitled to a reduced rate for the Museum's annual membership dues.

Additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53rd Street, New York, New York. 10019. (212) 956-7501