

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

NO. 9

FOR IMMEDIATE RELEASE

NEW MONDAY HOURS AT THE MUSEUM OF MODERN ART

Effective Monday, February 7, 1972, The Museum of Modern Art at 11 West 53 Street will be open from 11 A.M. to 6 P.M. The admission will continue to be on a pay-what-you-wish basis. This popular policy, which has been in effect for a year, has drawn over 100,000 visitors to the Museum on Mondays. Visitors are asked to donate what they wish toward the cost of the Museum's operations. The contribution is tax-deductible. Because the Museum's lack of funds necessitates an admission fee of \$1.75 on other days, this policy enables the Museum to extend its facilities to a wider segment of the public.

The hours of the film showings on Mondays will also change as of February 7 to noon, 3 P.M., and 5:30 P.M. At 12 noon a film from the current special series will be shown. The 3 o'clock showing is part of the "What's Happening?" program, devoted to hour-long films dealing with current political and social issues. Films from the Museum Archive are shown at 5:30 P.M.

The major show during February is devoted to Picasso.

Additional information available from Sally Ruth Rau, Assistant, and Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, New York 10019. Telephone: (212) 956-7295, -7501.
