

22

THE MUSEUM OF MODERN ART

39426-12
11 WEST 53RD STREET, NEW YORK

TELEPHONE: CIRCLE 7-7470

FOR RELEASE THURSDAY AFTERNOON
OR FRIDAY MORNING, APRIL 27 OR
APRIL 28, 1939

PRESIDENT ROOSEVELT SPEAKS ON PROGRAM

INAUGURATING NEW BUILDING OF MUSEUM OF MODERN ART

WEDNESDAY NIGHT, MAY 10

Franklin D. Roosevelt, President of the United States, will open the new Museum of Modern Art with a special address to be broadcast from the White House on Wednesday, May 10. The President's fifteen-minute talk from 10:45 - 11:00 P.M. E.D.S.T. will come as the climax of the ceremonies celebrating the opening of the new glass-walled, two-million-dollar museum building at 11 West 53 Street, and will emphasize not only the cultural significance of the Museum's work but also the national scope of its activities. The theme of the opening program will be cultural freedom.

The program will take place in the auditorium of the Museum of Modern Art at 11 West 53 Street, New York. Those who will participate will be Fiorello LaGuardia, Mayor of the City of New York, who will open the new building to the public; Mr. Edsel Ford, industrialist and Trustee of the Museum, who will talk on modern design in industry; Mr. Walt Disney, motion picture producer, who will speak from Hollywood; Dr. Robert Hutchins, President of the University of Chicago, who will talk on the Museum's national influence in education; Mr. Edward Bruce, Director of the Section of Fine Arts, Treasury Department, representing the Government; and Mr. Lowell Thomas, radio commentator. Mr. Nelson A. Rockefeller will represent the Museum on behalf of its Board of Trustees.

There will be a dramatization of the "History of the Film" especially prepared for the Film Library, in the course of which the

program will switch to Hollywood for a statement from Walt Disney.

The program will be part of the gala celebration which will precede the opening of the building to the public on Thursday morning, May 11. From nine p.m. Wednesday until one a.m. Thursday the Trustees of the Museum will hold a reception for members and their guests. The entire building from sub-basement to the penthouse above the fifth story, and the large outdoor sculpture gallery fronting on West 54 Street, will be open for inspection by all attending the reception.

Of modern reinforced concrete construction, the new building has many innovations in architecture, interior design and equipment. Its glass walls, if arranged as a one-story facade, would extend more than two city blocks in length. Other unusual features are the demountable interior gallery walls which can be taken down and put up in different positions to form new backgrounds. For even greater flexibility of arrangement there are no stationary ceiling lights. The lighting fixtures are in strips that are toggle-bolted or "buttoned" on and off the ceiling in different locations as desired.

The penthouse of the building, entirely of glass on the south side, is shielded from glare by a cantilevered concrete slab pierced by fourteen circular holes five feet in diameter. These make an interesting pattern of light on the terrace and enlarge the view, giving the entire upper structure the effect of a modern pergola.

The entire hour program will be broadcast by the National Broadcasting Company's Blue Network and the Mutual Broadcasting System. The Columbia Broadcasting System will join the other two networks at 10:45 E.D.S.T. for the Presidential address. In addition, translations of the speech into foreign languages will be rebroadcast on the N.B.C. international short-wave transmitter.

The radio program Wednesday night, May 10, will not only inaugurate the new two-million-dollar building but will celebrate the Museum's tenth anniversary with a preview of the largest exhibition ever held by the Museum: Art in Our Time. It will include more than three hundred of the finest examples of American and foreign painting and sculpture produced during the last fifty years. There will also be a major section of the galleries devoted to an architec-

tural display of houses and housing. This exhibit has been arranged with the assistance and cooperation of the United States Housing Authority. Sections on industrial design and photography, which represent other important aspects of the Museum's activities, will fill several other galleries. During the period of the World's Fair the Museum of Modern Art Film Library will give a series of programs changing daily which will show the historical development of the motion picture.

The Museum of Modern Art, New York, was founded in June 1929. Its first exhibition was held November of the same year. During the ten years of its existence it has held eighty-five exhibitions of painting, sculpture, graphic arts, architecture, industrial art, commercial design, theatre art, photography and motion pictures. These exhibitions - among them the noted van Gogh and American Painting and Sculpture exhibitions - have been attended by a total of more than one million and a half people.

In May 1938, at the invitation of the French Government, the Museum of Modern Art sent to Paris for a showing at the Musee du Jeu de Paume a large exhibition of American painting, sculpture, folk art, architecture, photography and motion pictures called Three Centuries of American Art.

In the spring of 1932 the Museum sent out its first travelling exhibition, an influential show of Modern Architecture. During the seven years since, the Museum has sent out 68 travelling exhibitions which have been shown 790 times in 186 cities. These exhibitions range from the largest shown by the Museum in New York to small ones assembled especially for circulation to small galleries and museums.

The Museum of Modern Art Film Library was established as an educational institution in 1935 by a grant from the Rockefeller Foundation. Its purpose is to collect and preserve representative motion pictures of all types, as well as related material, with the object of making them available for study. In the four years since it was founded the Film Library has uncovered and in some cases restored many rare old films and has accumulated extensive archives of the most noteworthy motion pictures made in this country or abroad during the past forty years. It has arranged programs of these films and circulated them non-commercially to museums, colleges and film study groups throughout the country. Approximately two hundred organizations are now regularly showing Museum of Modern Art Film Library programs.