

THE MUSEUM OF MODERN ART  
11 WEST 53RD STREET, NEW YORK

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FOR IMMEDIATE RELEASE

NELSON A. ROCKEFELLER BECOMES NEW PRESIDENT  
OF MUSEUM OF MODERN ART

Monday, May 8, at a meeting of the Board of Trustees of the Museum of Modern Art the following officers were elected:

Stephen C. Clark, Chairman of the Board

Nelson A. Rockefeller, President

John Hay Whitney, First Vice-President

Mrs. John S. Sheppard, Treasurer

Samuel A. Lewisohn continues in office as Second Vice-President.

Preceding the meeting of the Board, A. Conger Goodyear retired from the Presidency, Mrs. John D. Rockefeller, Jr., from the First Vice-Presidency and Nelson A. Rockefeller from the Treasurership. Mr. Goodyear has served as President since the Museum was founded in June 1929. With Mrs. Rockefeller he was one of the seven founders. The other founders were: Miss Lillie P. Bliss, Mrs. W. Murray Crane, Mrs. Cornelius J. Sullivan, Frank Crowninshield and Prof. Paul J. Sachs. The office of Chairman of the Board was provided for in the original incorporation but it has never been filled until Stephen C. Clark was elected to the office May 8, 1939.

Alfred H. Barr, Jr., has served as Director of the Museum since it was founded; Thomas Dabney Mabry, Jr., is Executive Director; Julian Street, Jr., Secretary; John E. Abbott, Director of the Museum of Modern Art Film Library.

On the occasion of the change in officers, the retiring President, Mr. Goodyear, said:

"In the early days of the Museum of Modern Art, the founders discussed the advisability of limiting the term of office of the President to five years as a maximum. No such rule was ever adopted but the idea back of this suggestion has not been lost sight of. The idea is that a museum such as ours can remain truly modern and wholly abreast of the times only by bringing into its board of trustees and to the principal offices of the institution young men and women whose outlook is forward.

"Now that the Museum at the end of ten years of activity has entered a permanent home, the property of the Corporation, it is particularly appropriate that there should be a change of officers.

"With the wider service to the public that the new quarters will permit, we are fortunate in having Mr. Stephen Clark as Chairman of the Board and Mr. Nelson Rockefeller as President. They have both been very active in the affairs of the Museum. Mr. Clark became a Trustee within a few months of its founding and Mr. Rockefeller as first Chairman of the Advisory Committee, Trustee and Treasurer has been for years closely in touch with our plans. Under their leadership with the efficient staff that has been brought together under Mr. Barr and Mr. Mabry, we can look forward to increased activity and greater service to the public."

The election of Nelson A. Rockefeller as the new President of the Museum of Modern Art, 11 West 53rd Street, was announced last night at a dinner of its board held in the Trustees' room. Mr. Rockefeller says, in an interview with the press:

"On the Tenth Anniversary of the Museum of Modern Art we are opening our new building and presenting a new exhibition to the public. This will enable World's Fair visitors to see a brilliant display of 'Art In Our Time.'"

"What do you mean by Modern?" he was asked.

"Up-to-date," said Mr. Rockefeller. "We present paintings and sculpture, architecture, industrial design, photography and the film of the past fifty years. The policy of the Museum is to acquire new works constantly -- and always show the representative art of the past fifty years."

"How large is the exhibition?"

"We are showing two hundred carefully selected paintings to illustrate all modern trends. The Museum has a sculpture garden of contemporary works. The exhibition will also contain a comprehensive section on "Houses and Housing" prepared in collaboration with the United States Housing Authority. For the benefit of World's Fair visitors the Museum's Film Library will have daily changing shows in our Fifty-Third Street Building -- shows that will present a history and development of motion pictures."

"What is your particular interest in modern art, Mr. Rockefeller?" the interviewer asked.

"We are all interested in the appearance of this modern era in which we live," Mr. Rockefeller replied.

"We are all concerned in having our present-day sur-

roundings more attractive. And that in the broadest sense is modern art."

"How does the Museum of Modern Art help to do this?"

"The Museum," he answered, "encourages the development of new ways of art to fit the changing conditions of the contemporary world, and displays the new principles of art to the public, thereby making them available for use and for the modernization of taste. We have our New York Show, and we send travelling exhibitions throughout the country -- twenty-four of them are on the road now."

"How large is the New York Building?"

"It's a six-story structure," Nelson Rockefeller answered, "and we believe it to be the first public building in the United States to embody the latest principles of utilitarian architecture. It seeks to solve the problem of the practical application of daylight to the exhibition of art objects. In this building we believe the architects, Philip Goodwin and Edward Stone have made an outstanding contribution to the architecture of today."

"Do you think visitors to New York this summer will like and understand the display of Modern Art?"

"My guess is that they'll get a thrill, and will find a visit to the Museum like an exploring trip into new lands. The Museum membership of several thousand is mostly outside of New York City, and the members have already begun to come in at the rate of fifty a day."

Mr. Rockefeller made this concluding statement:-

"I want to take this opportunity to express my admiration for the work done by two men in particular during the past ten years, A. Conger Goodyear, the retiring President, and Alfred H. Barr, Jr., the Director. A. Conger Goodyear, the retiring President, a successful business man and a genuine lover of art, is to be congratulated for the splendid work he has done on behalf of the Museum. Mr. Barr's extraordinary taste and background in the field of art have been from the beginning the guiding force of the Museum."

Chairman of the Board

Stephen C. Clark, Director, Singer Manufacturing Company; Vice-President and Director, Safety Deposit Company; Director, Fulton Trust Company; Director, Chartered Investors.

President

Nelson A. Rockefeller, born July 8, 1908, Bar Harbor, Maine, went to Lincoln School in New York City and was graduated from Dartmouth College in 1930; President of Rockefeller Center, Inc.; Director of Creole Corporation, Venezuela.  
Clubs: Century Association, Knickerbocker Club, University Club, Dartmouth Club and River Club.

First Vice-President

John Hay Whitney, born August 17, 1904, Ellsworth, Maine, graduated from Yale in 1926; President of the Museum of Modern Art Film Library; Chairman of the Board of Selznick International Pictures; Chairman of the Board of Freeport Sulphur Company; President, Pioneer Pictures; Director, Pan American Airways; Director, Great Northern Paper Company; Board of Governors of the New York Hospital.  
Clubs: Knickerbocker Club, Racquet and Tennis Club, Cloud Club.

Second Vice-President

Samuel A. Lewisohn, born May 21, 1885, New York City. Graduated from Princeton in 1904. Member of Adolph Lewisohn, Investment Bankers. Director of Miami Copper Co., General Development Company, Tennessee Corp., Kerr Lake Mining Co., South American Gold and Platinum Co., American Management Association, City and Suburban Homes Company, Equitable Life Assurance Society.

Treasurer

Mrs. John S. Sheppard, a Commissioner of State Liquor Authority, member of the Colony Club, the Huguenot Society, the Women's National Republican Club. On the board of the United Hospital Fund; Member of Auxiliary Board of Philharmonic Symphony Society.