

The Museum of Modern Art

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

NO. 9
FOR RELEASE: 11 a.m.
FEBRUARY 12, 1976

MUSEUM OF MODERN ART ANNOUNCES EXPANSION PROGRAM

William S. Paley, Chairman of the Board of The Museum of Modern Art, announced today that the Museum is embarking on an ambitious, innovative project aimed at expanding its cultural services to the public and simultaneously strengthening its financial position. Mayor Beame praised the project as "good news for all New Yorkers."

The project was formally approved by the Museum's Board of Trustees yesterday and announced at a press conference today at the Museum in which Mayor Beame participated. The Conference was also attended by Percy E. Sutton, President of the Borough of Manhattan, Martin E. Segal, Chairman of the Cultural Affairs Commission, and Mrs. John D. Rockefeller 3rd, President of the Museum.

The project involves use of the Museum's air rights to make possible the construction of a 40-story condominium apartment building. Arlen Realty & Development Corporation, the successful developer of Olympic Tower, is advising the Museum in connection with the development of this site.

The apartment tower would be built over a new Museum wing on property owned by the Museum west of its main building. The plan would provide both substantially increased gallery space and a new source of income to help meet rising maintenance and operating costs, which continue to create a large annual deficit.

Legislation to be introduced will provide for the creation of a Trust for Cultural Resources which would have the power to receive air rights

from the Museum and arrange for their development. The Museum's share of the proceeds from the \$40 million development would be applied by the Trust toward the construction of the new Museum wing, which would approximately double the Museum's gallery space.

In addition, the Trust would have the power to collect tax equivalency payments from the condominium owners and pay these funds to the Museum. This annual income would help to improve and stabilize the Museum's overall financial picture without reaching out for city funding at a time when the city's resources are strained.

The Museum must raise \$20 million to help carry out the project and increase its endowment; it must also raise a \$7 million contingency fund to ensure construction of the Museum portion of the project. Mr. Paley said the Museum's 50th Anniversary Campaign, now in the planning stages, will play a major role in this effort.

Mayor Beame, who, along with Mr. Segal, has been involved with the project since its inception, warmly praised the plan. He said that the city of New York will cooperate fully with the Museum in its expansion plans. "This project is good news for all New Yorkers," the Mayor continued. "It expresses faith in the city. It's a vivid demonstration of New York's vitality. It will pump \$40 million of private money into the city's economy, create new construction jobs and generate new housing."

Borough President Percy Sutton also expressed his support: "It is exciting, it is creative and it is affirmation of faith in our city in time of crisis. Our community board will soon be examining the proposal."

"The importance of this project to the Museum's future cannot be over emphasized," Mr. Paley said. "Our Museum is intensively used; there are over a million visitors annually. It has been apparent for many years that we need more gallery space in order to display our collection and to

provide flexible space for loan shows. We also need a second auditorium for our film and lecture programs, and for other educational uses. Finally, we need additional facilities for school children, an orientation gallery as well as more efficient space for bookstore and restaurant operations."

Mr. Paley stressed that despite the fact that contributions from corporations, government sources, individuals and foundations have increased in the last few years and the Museum has strictly curtailed costs, it continues to be faced with an annual deficit of over \$1 million because of rising maintenance, operating and labor costs.

The Chairman pointed out that this is a self-help project. The Museum does not receive any cash contributions from the city, and he emphasized that the Museum's property has long been tax-exempt and that the city would not be losing any tax revenues as a result of the proposed plan.

The project, he cautioned, is not a substitute for the Annual Fund drive and that even when the Museum meets its goal of \$1 million for this year, an additional \$1.1 million has to be taken from endowment. We will also continue to rely on Federal and State aid grants in addition to funds from corporations, admission fees, membership dues and our annual drive.

In concluding his remarks, Mr. Paley praised the innovative aspects of the project. He said that it offered a sounder approach for securing the Museum's financial future than such conventional means as continually attempting to increase endowment to cover rising costs or continually trimming programs to fit budgetary limitations.

Mr. Segal, the Chairman of the Cultural Affairs Commission, spoke warmly of the plan. "The city's cultural institutions are an important part of the unique strength of New York," he said. "With this project, the Museum will be able to expand its contributions to the city's cultural life. In doing so, it is also breaking innovative fund-raising ground -- a type of innovation we hope will be stimulating to other institutions."

In making his remarks, Mayor Beame said: "The announcement today by The Museum of Modern Art fits in very nicely with the city's cultural policy. It is important to note that the Museum is trying to come to terms with its own difficult financial problems without asking the city for cash payments. At this point in our history, that's a relief! It's like money in the bank.

"This is the kind of self-help project which I hope will be imitated more and more, and it certainly is a fine example of how government and the private sector can cooperate in achieving the common goal of improving our lives in the city."

Richard E. Oldenburg, Director of The Museum of Modern Art, expressed his and the Board of Trustees' gratitude to the consulting team which has been working on the project since last May. The original impetus for the plan came jointly from Richard H. Koch, the Museum's Director of Administration, and Richard Weinstein, the Project Director. Donald Elliott is the project's legal counsel, and Peter Pattison is the real estate analyst.

Additional material available from Elizabeth Shaw, Director of Public
Information, The Museum of Modern Art, 11 West 53 Street, New York, NY
10019. Phone: (212) 956-7501/4

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THE MUSEUM OF MODERN ART

BUILDINGS AND EXPANSIONS 1929-1976

- 1929
Summer The Museum of Modern Art opened in the Heckscher Building, 730 Fifth Ave.; 6 rooms rented for galleries and offices.
- 1932
May Moved to town house at 11 West 53 St., part of present site.
- 1939
May Opening of new building, 11 West 53 St. Philip L. Goodwin and Edward D. Stone, architects. Dedication by President Franklin D. Roosevelt.
- 1951
Summer Grace Rainey Rogers Annex opened, 21 West 53 St.: designed by Philip C. Johnson. Two floors equipped for Art Center classes, other offices.
- 1953
Spring Abby Aldrich Rockefeller Sculpture Garden opened; designed by Philip C. Johnson. Dedication by Trygve Lie, First Secretary General of the U. N.
- Acquisition of building at 27 West 53 St.
- 1956 Acquisition of building at 23 West 53 St. Used for offices, later also for Museum Bookstore 2.
- 1959
Nov Announcement of 30th Anniversary Drive to raise \$25,000,000 for building, program and endowment. Proposed new wing planned on site east of Sculpture Garden fronting on West 54 St.
- 1960
March Announcement of gift from Mrs. E. Parmalee Prentice of two town houses at 5-7 West 53 St.
- 1961 Revised building plans announced. Phase 1 (Scheduled for completion in 1964): Two new wings; one east of Garden, the other on the site of the Prentice houses on 53 St. Phase 2 (Planned for the future): new West Wing, replacing three buildings owned by the Museum west of the main building; Grace Rainey Rogers Annex at 21, former Theater Guild Building at 23, and brownstone at 27. (Plans for Phase 2 abandoned 1963)
- 1963
June Announcement of acquisition of Whitney Museum building at 20 West 54 St. Now houses study storage areas, library, offices.
- 1964
May Phase 1 of building program completed; enlarged Sculpture Garden and two new east wings opened, including Edward Steichen Galleries and Photography Study Center, Paul J. Sachs Galleries for Drawings and Prints, and Philip L. Goodwin Galleries for Architecture and Design, and galleries for painting and sculpture collection and for temporary exhibitions. Philip C. Johnson, architect. Dedication by Mrs. Lyndon B. Johnson.
- 1976
February Announcement of project to build new west wing and apartment tower.

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PROJECT TEAM

Project Director - Richard Weinstein

Legal and Legislative Counsel - Donald H. Elliott, Webster & Sheffield

Real Estate Consultation - Peter E. Pattison Associates

Architectural Feasibility - Richard Weinstein
Brian Smith

For the Museum - Richard H. Koch, Director of Administration and Counsel
Franz A. Skryanz, Director of Finance

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RICHARD H. KOCH

Richard H. Koch, Director of Administration, Counsel and Secretary of The Museum of Modern Art, graduated from Princeton University in 1940 and from Columbia University Law School in 1954. He served in the U.S. Naval Reserve during World War II, reaching the rank of Lieutenant. Until his entry into law school in 1951, he worked as a writer and director of industrial motion pictures, mainly in New York.

Following his graduation from law school, where he was Articles Editor of the Columbia Law Review, Mr. Koch was associated with the firm of Winthrop, Stimson, Putnam & Roberts, general counsel for The Museum of Modern Art. In 1959, he joined the staff of the Museum as Director of Administration, Counsel and Secretary.

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PETER E. PATTISON

Richard Weinstein was Director of the Museum's Office of

Peter E. Pattison, founder of Peter Pattison Associates, is former vice-president and director of Uris Buildings Corporation where he initiated, developed, leased and managed over 10 million square feet of space. He is a past director of New York Board of Trade, chairman of Young Men's Real Estate Association, Downtown Lower Manhattan Association, Inc., and Regional Plan Association. He is a graduate of Yale University.

Mr. Weinstein studied architecture at Harvard and the University of Pennsylvania where he received his thesis under the direction of Louis I. Kahn. Shortly thereafter, he received the Prix de Rome in Architecture from the American Academy of Arts and Letters.

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RICHARD WEINSTEIN

Richard Weinstein was Director of the Mayor's Office of Lower Manhattan Planning and Development during the Lindsay Administration, and a founder of the New York City Urban Design Group. After leaving City government, he developed the master plan for a 300-acre complex in Dallas and while serving as a consultant to the Rockefeller Brothers Fund, conceived and then directed the preliminary feasibility study which led up to the present undertaking.

Mr. Weinstein studied architecture at Harvard and the University of Pennsylvania where he completed his thesis under the direction of Louis I. Kahn. Shortly thereafter, he received the Prix de Rome in Architecture from the American Academy of Arts and Letters.

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BRIAN SMITH

Until he established his own practice, he was senior associate at Davis, Brody Associates, architects. While there, he was project director of several award-winning apartment and institutional complexes.

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RICHARD E. OLDENBURG

Richard E. Oldenburg, Director of The Museum of Modern Art, joined the Museum staff in 1969 as Director of Publications. He was appointed Director of the Museum in June 1972 after having served for six months as Acting Director. He was previously managing editor of the trade division of the Macmillan Company and manager of the design department at Doubleday, Inc.

Born in Stockholm, Sweden, in 1933, Mr. Oldenburg came to the United States as a child when his father was in his country's diplomatic service. He received his B.A. degree from Harvard University in 1954 and after a year at Harvard Law School became assistant to the director of financial aid at Harvard College. He served in the Army from 1956 to 1958. He is the brother of artist Claes Oldenburg and is married to the former Harriet L. Turnure.

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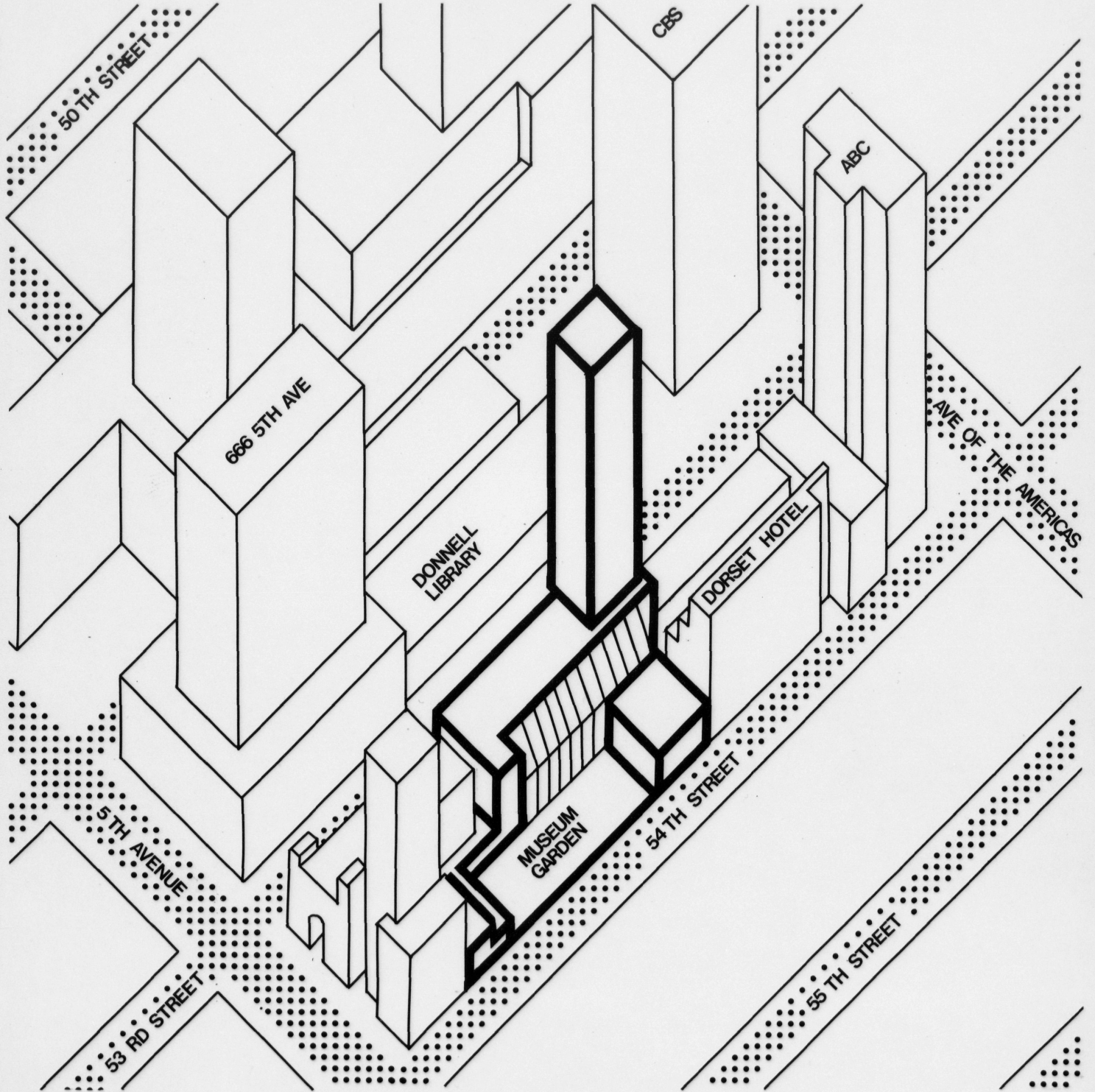
DONALD H. ELLIOTT

Donald H. Elliott, 43, is a partner in the law firm of Webster & Sheffield. He is a graduate of Carleton College and the N.Y.U. Law School. Elliott served as Assistant Counsel to the New York State Commission of Investigation's Special Unit Investigating New York City Government. In January 1966, Elliott became Counsel to the Mayor. A year later, Mayor Lindsay appointed him Chairman of the New York City Planning Commission, a post he held until February 1973.

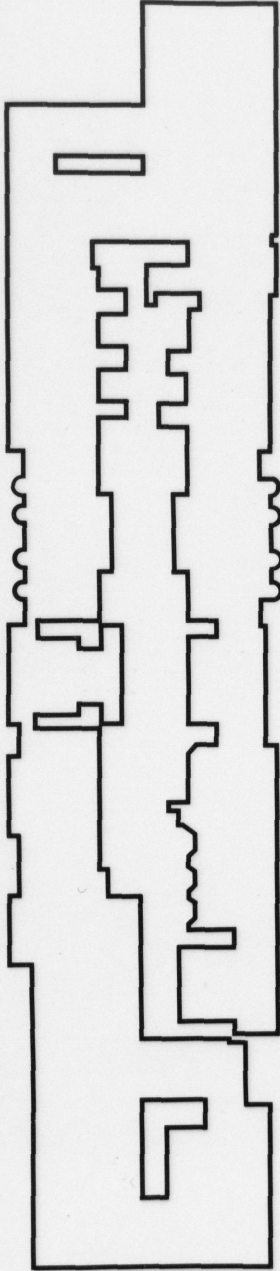
Best known for the innovative special districts and development offices which led to dramatic improvements in the quality of private development in Manhattan and new investment in the commercial centers of Brooklyn, Queens and the Bronx, he was also involved in housing, health and education.

Elliott is an honorary member of the New York Chapter of the American Institute of Architects. He was awarded the Municipal Art Society's medal of honor. He is Chairman of the New York Urban Coalition, Inc. and Chairman of the Board of Long Island University and serves on many boards.

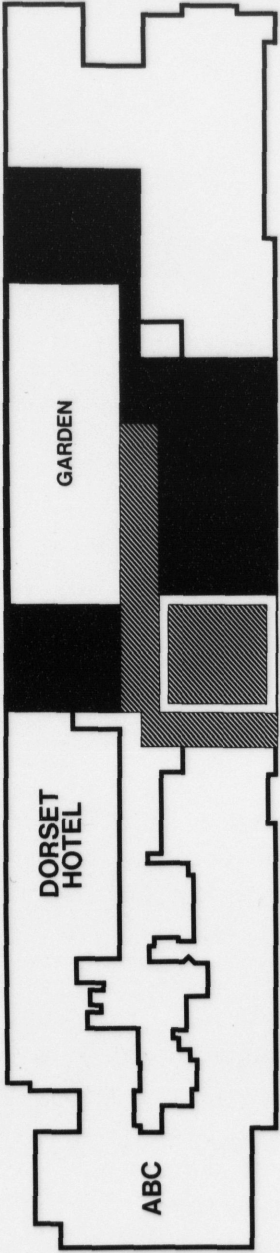
He is married, has three children, and lives in Brooklyn.



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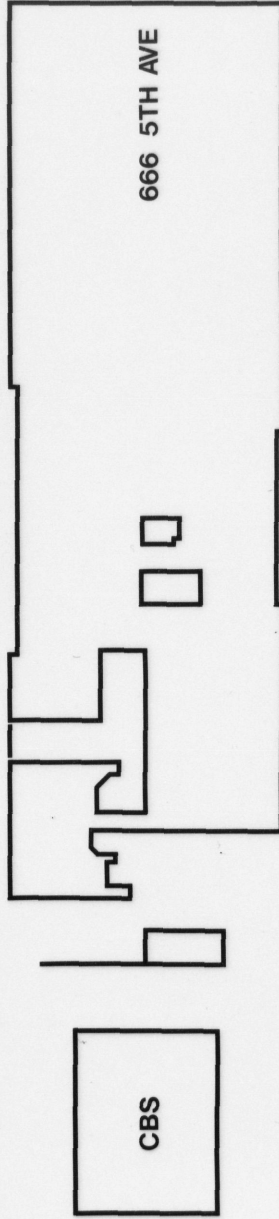


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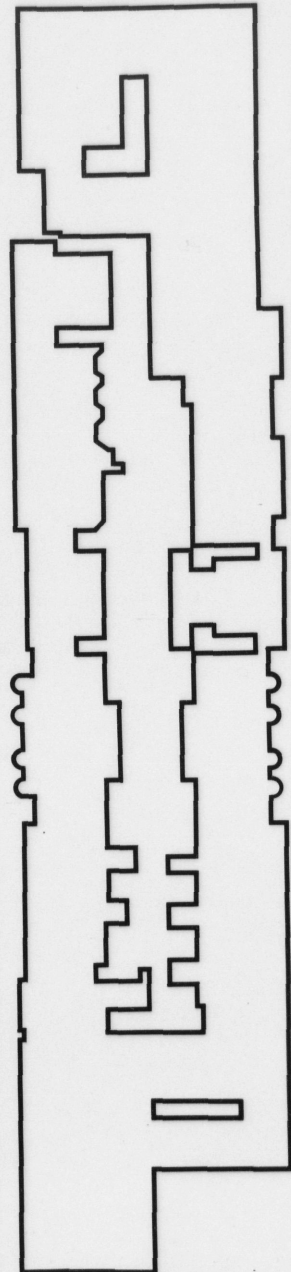
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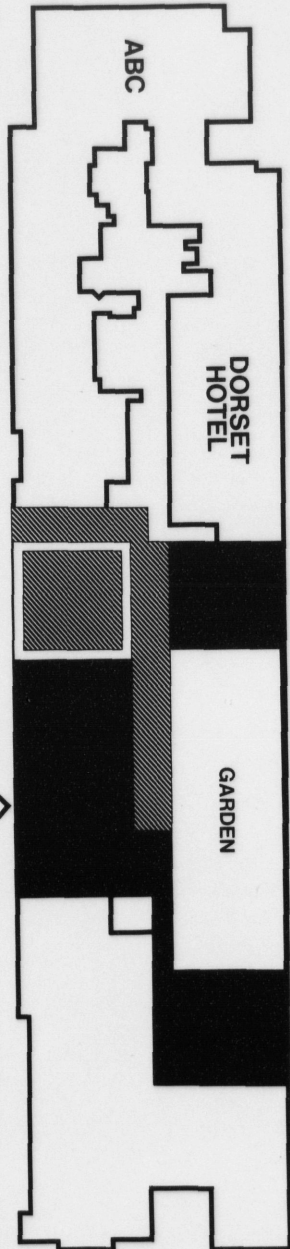
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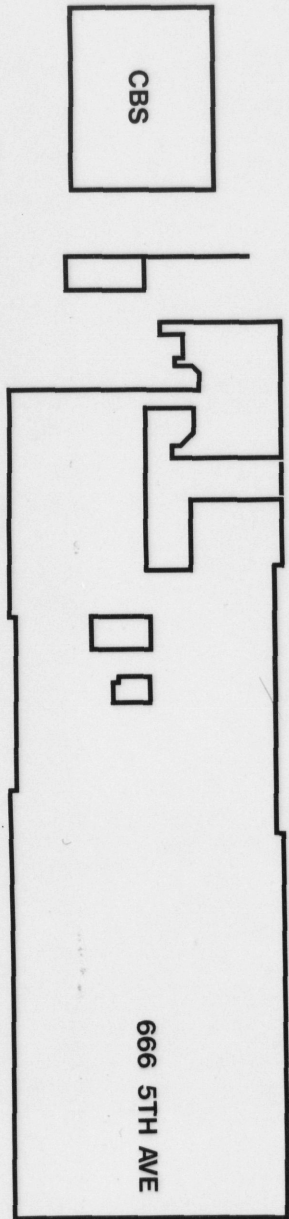


MUSEUM OF MODERN ART



5TH AVE

52ND ST



Museum of Modern Art Development Project

February 12, 1976

Black areas represent existing museum; gray is the proposed new wing on property owned by the Museum; white outline is the condominium tower.

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THE CITY OF NEW YORK OFFICE OF THE MAYOR ABRAHAM D. BEAME

Tel: 566-5090

70-76

For Release:

Thursday, February 12, 1976, 11:00 A.M.

Remarks by Mayor Abraham D. Beame
At a News Conference Announcing Expansion Plans
Of the Museum of Modern Art
Founders Room, 11 West 53rd Street, Manhattan
Thursday, February 12, 1976, 11:00 A.M.

Thank you, Bill Paley.

Mrs. Rockefeller, Borough President Sutton, Martin Segal,
Museum Director Oldenburg, members and friends of the Museum of
Modern Art:

I am very pleased by the Museum's announcement, and
I want to say that the City of New York will cooperate fully with
the Museum in its expansion plans. We will support the intro-
duction of legislation to allow this project to go forward.

This project is good news for all New Yorkers.

It expresses faith in the City.

It's a vivid demonstration of New York's vitality.

It will pump \$40 million of private money into the
City's economy, create new construction jobs, and generate new
housing.

At the same time, it will eliminate the Museum's
deficit, while actually doubling the Museum's gallery space.

Thus, it will further enhance our City's role as the
cultural capital of the United States, and in that way, increase
the advantage of living in New York City, working here, or
running a business anywhere in the five boroughs.

(more)

It should be remembered that cultural activities in the City of New York make up a \$3 billion industry, and so important do I consider this industry as an economic asset that I sponsored legislation that would create for the first time a separate Cabinet-level Department of Cultural Affairs. The other day, I was happy to sign the legislation.

This measure was recommended in 1974 by a study group headed by Martin Segal.

As you know, I subsequently named Mr. Segal to head a permanent, unpaid Commission on Cultural Affairs which is helping my office formulate the City's cultural affairs policy.

The announcement today by the Museum of Modern Art fits in very nicely with the City's cultural policy.

It is important to note that the Museum is trying to come to terms with its own difficult financial problems without asking the City for cash payments.

At this point in our history, that's a relief! It's like money in the bank.

This is the kind of self-help project which I hope will be imitated more and more, and it certainly is a fine example of how government and the private sector can cooperate in achieving the common goal of improving our lives in the City.

Thank you.

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