

THE MUSEUM OF MODERN ART IMMEDIATE RELEASE
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LARGE ATTENDANCE AT PICASSO EXHIBITION CAUSES REMODELING
 OF MUSEUM OF MODERN ART AND FORCES IT TO REMAIN OPEN EVENINGS

Large attendance at its exhibitions has compelled the Museum of Modern Art, in the ten years of its existence, to move successively into larger quarters. Its first permanent home at 11 West 53 Street was built with the hope that it would be large enough to accommodate the increase in attendance for at least several years. Within eight months, however, after moving into its new building last May, attendance has been so consistently heavy that this week, with the closing of the PICASSO Exhibition, the first floor of the Museum is being remodeled to give visitors more space to view exhibitions. By tearing down most of one long wall, a corridor of twelve feet is being added to the circulation space for visitors. Museum officials feel it is necessary to have this additional space before the Exhibition of ITALIAN MASTERS opens on January 26. During this exhibition Museum hours will be extended into the evening so that the Museum will be open daily, including Saturdays, from 10 A. M. to 10 P. M. and Sundays from 12 Noon until 10 P. M.

The PICASSO Exhibition, just closed, drew an attendance of 100,670. This is an average of 1,864 per day for the 54 days it was open. Visitors included members and members' guests, who were admitted on membership and guest cards; artists, art teachers and art students who came in on artists' annual passes; and groups of school children, students in secondary schools, clubwomen, tourist groups, college and normal school and art association groups. The largest PICASSO day was the second Sunday, November 26, with an attendance of 4,694.

(NOTE: The PICASSO Exhibition attendance was exceeded only by that of the VAN GOGH Exhibition. This was due to a number of factors. The VAN GOGH Exhibition ran six days more than the PICASSO and was open ten days earlier in the season, a great advantage. During the VAN GOGH Exhibition the Museum was open three nights a week and, in addition, had one free day and evening weekly, very heavily attended. The VAN GOGH Exhibition drew 123,309 day-and-night attendance, an average of 2,055. Its largest attendance for any day was the last Sunday, when it drew 5,969.)