

THE MUSEUM OF MODERN ART

11 WEST 53RD STREET, NEW YORK FOR RELEASE MONDAY, MARCH 11, 1940. 1/8

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EXHIBITION OF ITALIAN MASTERS EXTENDED TO APRIL 7, 1940

The Museum of Modern Art, 11 West 53 Street, announces that the Exhibition of Italian Masters will be on view at the Museum through April 7. This is a two week's extension as the exhibition was scheduled to close March 24. This privilege was made possible through the intervention of Commendatore Eugenio Ventura, Responsible Trustee of the Royal Italian Government, and through the generosity of the Royal Italian Government.

The Museum, in appreciation of the cooperation of the Royal Italian Government, presented to Commendatore Ventura a special de luxe edition of the catalog, Italian Masters, limited to six copies, to be given to officials of the Italian Government on his return to Italy some time in April.

The crowds attending the Exhibition of Italian Masters--the largest in the Museum's history--made an extension seem desirable within two or three weeks after the exhibition opened. The Museum is happy that for two weeks longer New Yorkers may have this last opportunity to see the masterpieces of Italian art.

The total attendance at the Exhibitions of Italian and Modern Masters at the Museum of Modern Art from January 25, 1940, the day of the private opening, to date is 189,961. All attendance records were broken on Washington's Birthday when 8,700 persons visited the Museum. This is the largest attendance in the entire ten years of the Museum's existence, the previous largest attendances being 7,206 on Saturday, February 3, for the Italian and Modern Masters Exhibitions; 5,969 on the last day of the van Gogh Exhibition, January 5, 1935; and 4,694 on Sunday, November 26, 1939, for the Picasso Exhibition.

Through April 7 the Museum will be open until ten o'clock every evening including Sunday. The Museum again urges as many people as possible to come in the evening when the galleries are less crowded rather than during the daytime hours. A gallery lecturer is available every night, except Sunday, at 8:00 P.M.

The Exhibition of Modern Masters, which is running concurrently with the Italian Masters, will not be extended but will close, as scheduled, on March 24.