

The Museum of Modern Art

For Immediate Release
March 1986

THE BOP ART BALL

presented by THE ASSOCIATE COUNCIL of THE MUSEUM OF MODERN ART

Wednesday, April 2, 1986, 9:00 p.m. - 1:00 a.m.

The Garden Hall and Café

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In the spirit of the fabulous fifties, The Associate Council of The Museum of Modern Art presents THE BOP ART BALL on Wednesday, April 2, 1986, from 9:00 p.m. to 1:00 a.m. The first benefit hosted by the Council in the Museum's expanded space, this glamorous evening of dancing to fifties' music continues the group's tradition of such fun-filled party themes as Country & Western, Roller Disco, and Dance of the Decades.

The Museum's Garden Hall and Café will be transformed by pink magic into a fifties nightclub a la The Stork Club. Greeted by a pink kleig light illuminating 53rd Street, guests will receive souvenir autograph books and pencils as they enter the Museum. While strains of xylophone music entertain those arriving, gentlemen will affix pink carnations to their lapels. Later, ladies will take home pink-striped Estee Lauder curler cases containing pink lipstick and blue eye shadow.

The Lobby will be decorated with stuffed poodles costumed in tulle skirts and rhinestone glasses (courtesy of F.A.O. Schwartz) and flocks of pink plastic flamingos. At the flower stand, guys can get wristlets or corsages for their gals. Michael Sweeney, who often photographs people who pose with a two-dimensional Ronald Reagan, will snap Polaroids of sweethearts in a 1959 bumblegum-pink Cadillac convertible parked in the Garden Hall.

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The Garden Café, renamed "The Flamingo Room" for this evening, will be lit by vintage neon signs, festooned with tulle and ablaze with pink flamingos. Guests will dance to a highly acclaimed visual show group, Eight to the Bar, and to Mobile Music. Tasty refreshments will be served by the Gingerman Catering Company's waiters and waitresses attired in specially designed fifties' uniforms. An abundance of delicious food will bring back fond memories: hams with mustards, turkeys, sweet and sour cocktail meatballs, steak tartare, curried lamb brochettes, and homemade potato chips and french fries--as well as homemade brownies and cupcakes.

Proceeds will benefit programs of The Associate Council and the Museum's curatorial departments. Tickets (patron \$200, regular \$125, and student/artist/under 30 \$75) are available from The Associate Council, 11 West 53 Street, New York, NY 10019; (212) 708-9520. All contributions are tax-deductible to the extent allowed by law.

The Associate Council, founded as The Junior Council in 1948, is composed of approximately 100 members from various professions who have a strong commitment to the arts and the community and who work, on a volunteer basis, to further the goals of the founders of The Museum of Modern Art. Current cochairmen of The Associate Council are Mrs. John L. Eastman and Mrs. Ronald S. Lauder, and benefit chairman of THE BOP ART BALL is Ira Howard Levy.

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no. 24

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