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November 27, 1931.

Museum of Modern Art
Architectural Exhibition

FOR RELEASE

The President and Trustees of the Museum of Modern Art today extended a formal invitation to the members of President Hoover's Conference on Home Ownership and Home Building in Washington, D.C., to attend the opening at the Museum of an Exhibition of Modern Architecture on Wednesday, February 10, 1932. The Exhibition will continue at the Museum's quarters at 730 Fifth Avenue for six weeks.

In extending the invitation, ^{Steven L. Clark} ~~A. Conger Goodyear~~, ~~President of the Trustees~~ said: "It is the sincere belief of the Museum that the Exhibition of Modern Architecture will exert a most beneficial influence on architecture and building in the United States and particularly in the field of multiple dwelling developments both urban and suburban."

The Exhibition will show by means of models by American and European architects and by enlarged photographs of their executed work the latest and most ^{modern} ~~important~~ developments in architecture throughout the world. ^{Almont} All the models have been designed and constructed especially for the Exhibition which, under the direction of Philip Johnson of Cleveland, has been in preparation since December, 1930. The Exhibition, after its closing in New York, will make a three year tour of ^{next 8.} all the important cities in the United States. In Los Angeles it will open coincident with the Olympiade on July 15.

There will be two main divisions of the Exhibition, the second of which has, in the opinion of the Director, particular significance for those attending the Washington conference. This section is devoted to the most recent solution of multiple dwelling problems by leading architects of the world. Howe & Lescaze of New York have designed a model showing their plans for utilization of the Chrystie-Forsythe Development in the ^{Lower East Side just above Manhattan Bridge.} Brewery. Raymond Hood's model illustrates graphically a new scheme of suburban apartment - skyscrapers which preserve the natural beauty of the countryside by vertical arrangement of the houses instead of complete horizontal coverage of the original site, ~~as in and around~~ Jamaica. Otto Haesler, leading community planner of Germany, will be represented by a model of a "Siedlung" - a project for minimum wage earners already under construction ^{at Cassel} in Germany.

Housing of minimum wage earners is a subject claiming the attention of the nation. Private enterprise, under existing construction methods, realizes a return of but 3% on capital invested. The State and City governments are faced with the problem of subsidizing this type of building. The model solutions take into account lower construction costs while maintaining a high standard of living conditions.

Alfred Barr, Director of the Museum, states one of the purposes of the Exhibition: "Never in this country or abroad has an international Exhibition of this nature been held. Obviously, it is by far the best way of presenting effectively to the public every aspect of the new movement.

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The hope of developing really intelligent criticism and discussion depends on furnishing the public a knowledge of contemporary accomplishments in the field. Our present limited vision in this respect is caused by the very lack of those examples which the Exhibition will supply. The stimulation and direction which an exhibition of this type can give to contemporary architectural thought and practice is incalculable. It is desirable that we view and ponder the new mode of building which fits so decidedly into our methods of standardized construction, our economics and our life."

The Museum of Modern Art was founded in the summer of 1929 by a group of American art patrons, principally New Yorkers, but including trustees from Boston, Chicago and Washington. The present Trustees are:

- A. Conger Goodyear, President
- Mrs. John D. Rockefeller, Jr., Treasurer
- Samuel A. Lewisohn, Secretary
- William T. Aldrich,
- James W. Barney,
- Frederick C. Bartlett,
- Loucheim N. Bliss*
- Stephen C. Clark,
- Mrs. W. Murray Crane,
- Frank Crowninshield,
- ~~Chester Dale,~~
- Duncan Phillips,
- Mrs. Rainey Rogers,

Mrs. Charles C. Rumsey,
~~Arthur Sachs,~~
 Paul J. Sachs,
 John T. Spaulding,
 Mrs. Cornelius J. Sullivan,
 John Hay Whitney.

They believed that the art of our time was not receiving adequate presentation in existing institutions. Since the fall of the same year exhibitions have been regularly held at the Museum's quarters. During the ^{two years} ~~first year~~ of its services approximately ^{315,000} ~~300,000~~ people have visited the galleries. *almost 1/8 the attendance at the Metropolitan Museum during the same period.*

The Museum has closely followed the international activity in architecture and has long felt the need for a comprehensive exhibition of modern architecture. The present Committee of the Exhibition includes:

Stephen C. Clark, Chairman
 Samuel A. Lewisohn, Treasurer
 Homer H. Johnson,
 W. W. Norton,
 Dr. G. F. Reber,
 Alfred H. Barr, Jr.
 Philip Johnson.

The present exhibition of works by Henri-Matisse the famous Dutch Painter closes on Sunday, Nov. 6.