

!HIGH & LOW! MODERN ART AND POPULAR CULTURE

For Immediate Release
October 1990

TICKETING FOR HIGH AND LOW EXHIBITION

HIGH AND LOW: MODERN ART AND POPULAR CULTURE, on view at The Museum of Modern Art from October 7, 1990, to January 15, 1991, promises to be a particularly popular exhibition. In order to ensure that the public may view the exhibition comfortably, special same-day tickets will be required for admission. Visitors should enter the Museum's 53rd Street entrance and proceed to HIGH AND LOW ticket booths in the lobby.

Tickets for HIGH AND LOW are included in the price of regular Museum admission with no additional charge. Admission is \$7.00 for adults; \$4.00 for students and senior citizens; children under 16 accompanied by an adult are free. On Thursdays from 5:00 to 9:00 p.m., admission is "pay what you wish." Museum members will be admitted by presenting their membership cards at the entrance to the exhibition.

The Museum is open Friday through Tuesday from 11:00 a.m. to 6:00 p.m. and Thursday from 11:00 a.m. to 9:00 p.m.; closed Wednesday. For the opening day only, exhibition hours are 1:00 to 7:00 p.m.

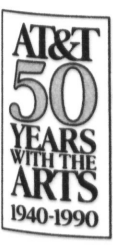
HIGH AND LOW: MODERN ART AND POPULAR CULTURE is sponsored by AT&T. For further information on ticketing, call 212 708-9850.

PLEASE NOTE: Attendance tends to be heaviest on weekend afternoons. Weekdays are recommended for less crowded viewing.

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For further information, contact the Department of Public Information, 212 708-9750.

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The Museum of Modern Art, New York
October 7, 1990-January 15, 1991
The Art Institute of Chicago
February 23-May 12, 1991
The Museum of Contemporary Art, Los Angeles
June 23-September 15, 1991