

## **CONDITIONS OF USE FOR THIS PDF**

The images contained within this pdf may be used for private study, scholarship, and research only. They may not be published in print, posted on the internet, nor exhibited. They may not be donated, sold, or otherwise transferred to another individual or repository without the written permission of The Museum of Modern Art Archives.

When publication is intended, publication-quality images must be obtained from SCALA Group, the Museum's agent for licensing and distribution of images to outside publishers and researchers.

If you wish to quote any of this material in a publication, an application for permission to publish must be submitted to the MoMA Archives. This stipulation also applies to dissertations and theses. All references to materials should cite the archival collection and folder, and acknowledge "The Museum of Modern Art Archives, New York."

Whether publishing an image or quoting text, you are responsible for obtaining any consents or permissions which may be necessary in connection with any use of the archival materials, including, without limitation, any necessary authorizations from the copyright holder thereof or from any individual depicted therein.

In requesting and accepting this reproduction, you are agreeing to indemnify and hold harmless The Museum of Modern Art, its agents and employees against all claims, demands, costs and expenses incurred by copyright infringement or any other legal or regulatory cause of action arising from the use of this material.

### **NOTICE: WARNING CONCERNING COPYRIGHT RESTRICTIONS**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Under certain conditions specified in the law, libraries and archives are authorized to furnish a photocopy or other reproduction. One of these specified conditions is that the photocopy or reproduction is not to be "used for any purpose other than private study, scholarship, or research." If a user makes a request for, or later uses, a photocopy or reproduction for purposes in excess of "fair use," that user may be liable for copyright infringement.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I . A . 44

MOMA PS1 ARCHIVES  
I.A.44



# MALCOLM MORLEY PAINTING OCTOBER 7-30, 1976



PHOTO & DESIGN COPYRIGHT © LES LEVINE 1976

**THE CLOCKTOWER, 108 LEONARD STREET, NYC, (212) 233-1096**

# **FORUM: ABOUT PAINTING NOW**

**WITH LAWRENCE ALLOWAY, MICHAEL ANDRE, MALCOLM MORLEY AND OTHERS  
WEDNESDAY, OCTOBER 20, 8:00 PM**



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I. A. 44

INSTITUTE FOR ART AND URBAN RESOURCES  
Executive Offices: 108 Leonard Street  
New York City 10013

Projects:

THE CLOCKTOWER, 108 Leonard St., N.Y.C.

Exhibition center of the Institute.

IDEA WAREHOUSE, 22 Reade St., N.Y.C.

Experimental performance center.

WORKSPACE

Studio space program.

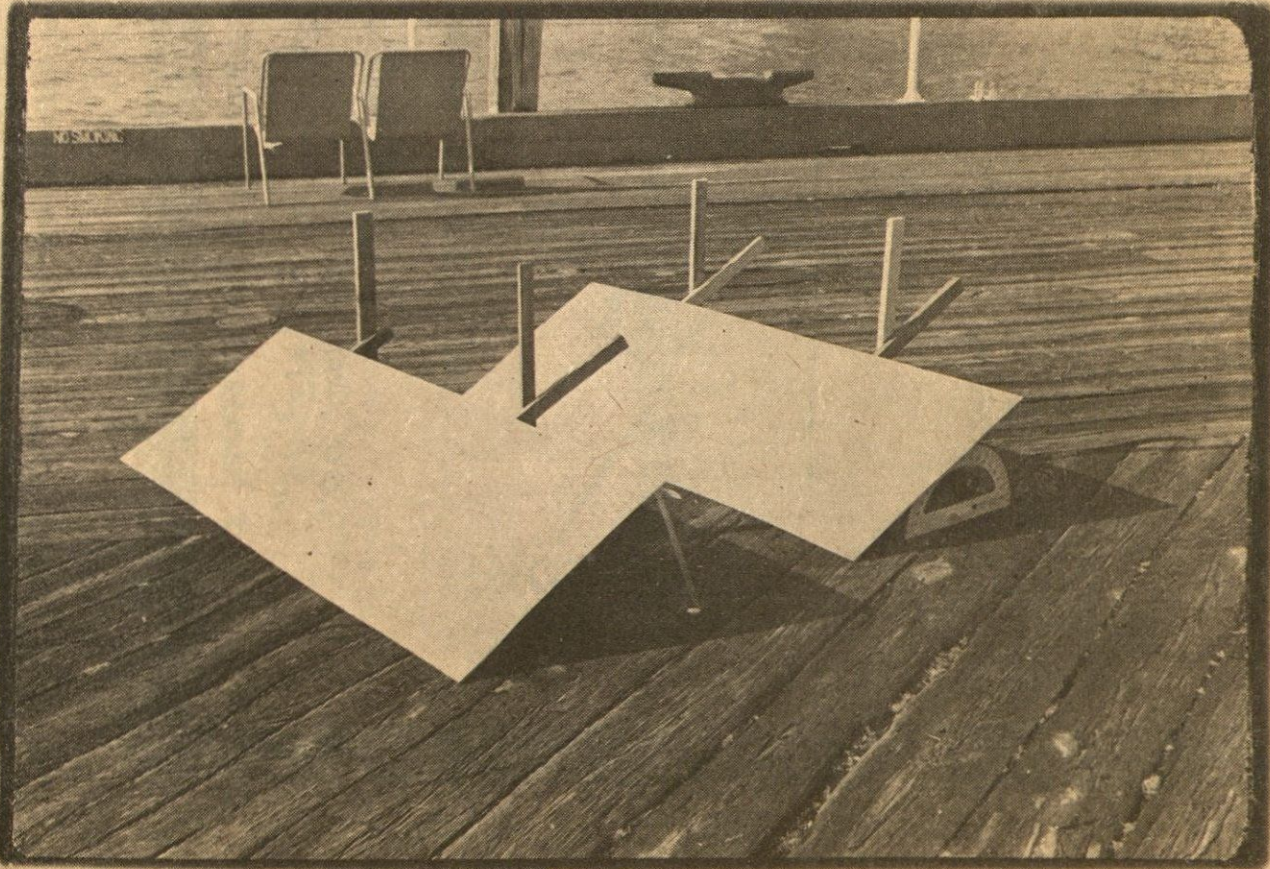
CONEY ISLAND FACTORY

Work & exhibition space for sculptors.

Non-Profit Org.  
U. S. POSTAGE

**PAID**

NEW YORK, N. Y.  
Permit No. 8585



SUNBEAM REFLECTORS



The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I. A. 44

Peter Barton is an independent artist living and working in lower Manhattan. Represented here is a documentation prepared in conjunction with the "New Urban Landscapes" series of the Institute for Art and Urban Resources. This detail of a larger work in progress is the initial point in a projected sequence of points which will be illuminated over the course of the next several months. The artist's use of the satellite as a tool for the construction of a time structure has a vast range of implications that transcend the merely visual product. The detouring of sunbeams upwards of 900 kilometers, the use of the multi-spectral scanning system to monitor relationships like the volume changes in foliage; plankton and silt variances in rivers and bodies of water; and the myriad complex transfer of energies that register the eco-balance of this specific time and place: all these juxtapose themselves into the overall impact of the resultant imagery.

Doctor William Evans established that satellite contact was possible via specular reflection but was not able to supply calculations or standards for application. All calculations were worked out by the artist and Mary MacLeod specifically for use in this project. They are included as an element in the documentation and not considered a definitive study.

In this series, the Institute has invited artists representing a wide variety of avant-garde disciplines to transmit through their art, images of lower Manhattan to the people who live and work there.

The series is made possible with partial funding from the City Spirits Program of the National Endowment for the Arts, and with the cooperation and the supervision of the Office of Lower Manhattan Development, H. Claude Shostal, Director, Janet Pena, Cultural Program Director.

We are grateful to the "Friends of the Institute", John Comfort, Chairman, for making possible this and other publications from the series.

January, 1976

INSTITUTE FOR ART AND URBAN RESOURCES, 108 Leonard Street, New York City 10013: (212) 233-1096

EXECUTIVE STAFF

President: Alanna Heiss \* Vice-Presidents: Linda Blumberg & Stephen Reichard.

BOARD OF DIRECTORS

Brendan Gill, Chairman \* Lawrence Alloway \* John Hightower \* Jerald Ordovery \* Robert Rauschenberg.

FRIENDS OF THE INSTITUTE

John Comfort, Chairman \* Mr. & Mrs. Oliver W. Bivans \* Mr. & Mrs. Pieter Van de Bovenkamp \* Melissa Cameron Brumber \* Mr. & Mrs. Leo Castelli \* Dr. & Mrs. Victor D'Arc \* Donald Droll \* Virginia Dwan \* James Elliot \* Mr. & Mrs. Ronald Feldman \* Mr. & Mrs. Paul Frankel \* Mr. & Mrs. Albert Hirschson \* Mr. & Mrs. Stephen A. Kramer \* Klaus Kertiss \* Christophe de Menil \* Robert Novel \* Robert Stefanotty \* Harry Torczyner \* Paul Walter \* Mr. & Mrs. John Weber.

Graphics: Mary MacLeod/Studio



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY

Collection:  
MoMA PS1

Series.Folder:  
I. A. 44



NEW URBAN LANDSCAPES #2 PETER BARTON  
INSTITUTE FOR ART AND URBAN RESOURCES



The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I. A. 44

EROS DATA CENTER  
 SIOUX FALLS, SOUTH DAKOTA 57198  
 605-594-6511 EXT. 151  
 (FEDERAL TELECOMMUNICATIONS SYSTEM PHONES USE (605) 594-6151)

DATE 11/19/75 REPORT OP007  
 TIME 00:16 PAGE 1

ORDER SUMMARY

PETER C. BARTON  
 ART STUDIO  
 58 LISPENARD STREET  
 NEW YORK, NY

10013

ORDER NUMBER	UN #	PHOTO ID	FRAME NO	COP ITM	AMOUNT (\$)	PD CD	OPT FMT	B NFRCS	IMAGE ANNOTATION	INFORMATION	BIN #
051100430A	01	822721454350000-4	0148	10	3.00	23	7.3	B P P C C	FOR IMAGE ANNOTATION SEE EDGE OF FILM		10H
051100430A	01	822721454350000-5	0167	10	3.00	23	7.3	B P P C C	FOR IMAGE ANNOTATION SEE EDGE OF FILM		10H
051100430A	01	822721454350000-6	0186	11	3.00	23	7.3	B P P C C	FOR IMAGE ANNOTATION SEE EDGE OF FILM		10H
051100430A	01	822721454350000-7	0205	11	3.00	23	7.3	B P P C C	FOR IMAGE ANNOTATION SEE EDGE OF FILM		10H
	01		4	12.00							



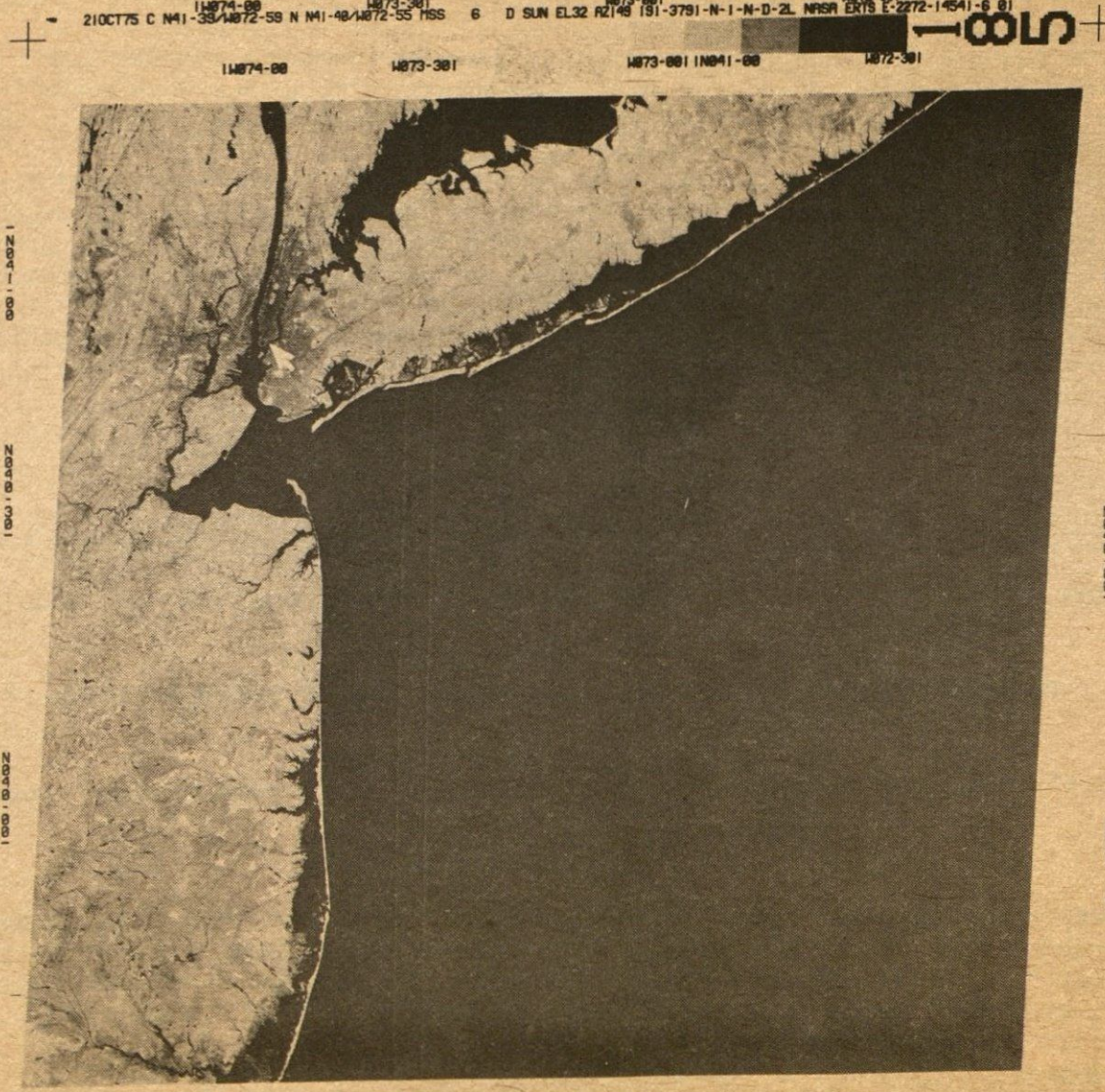
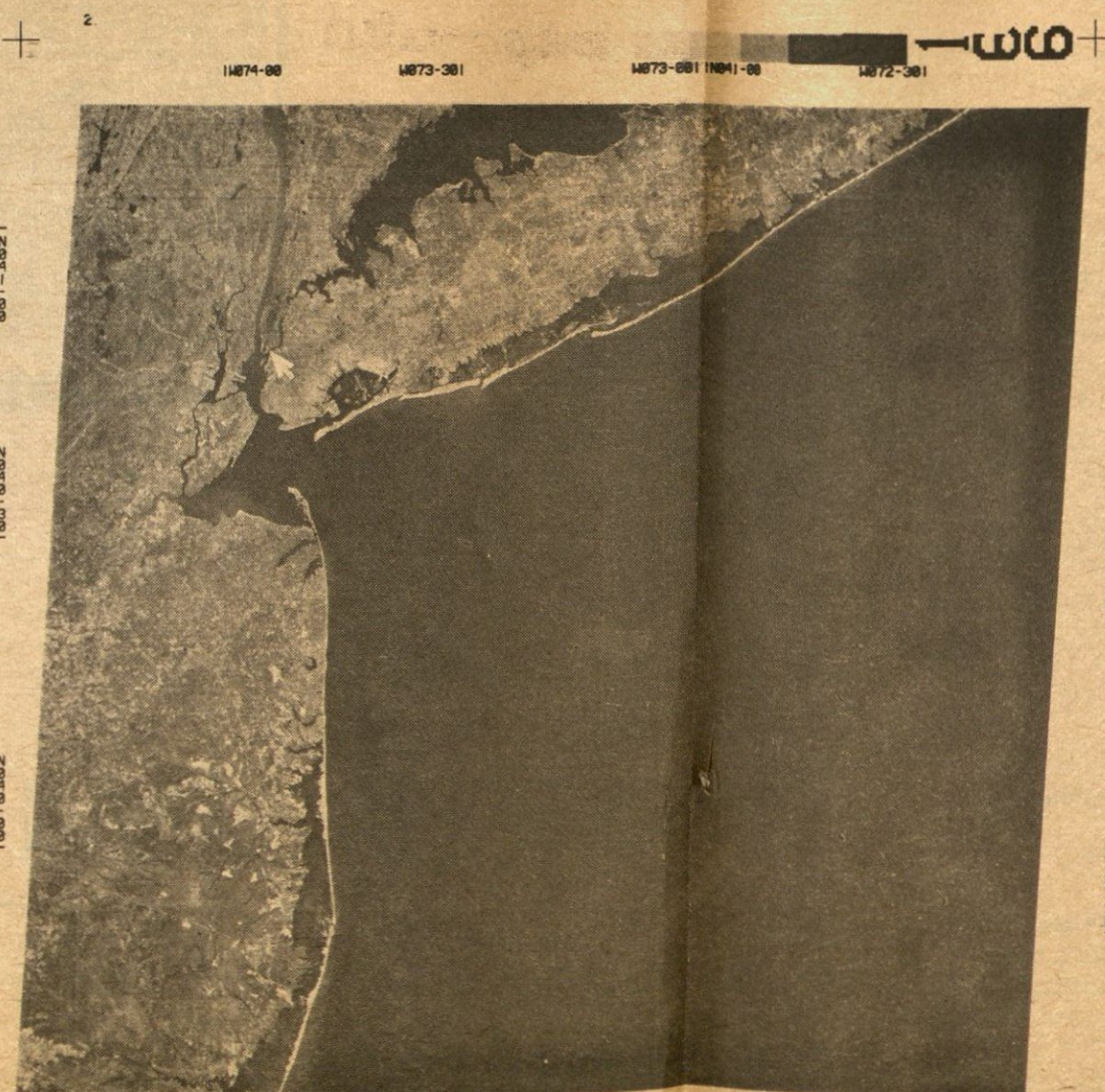
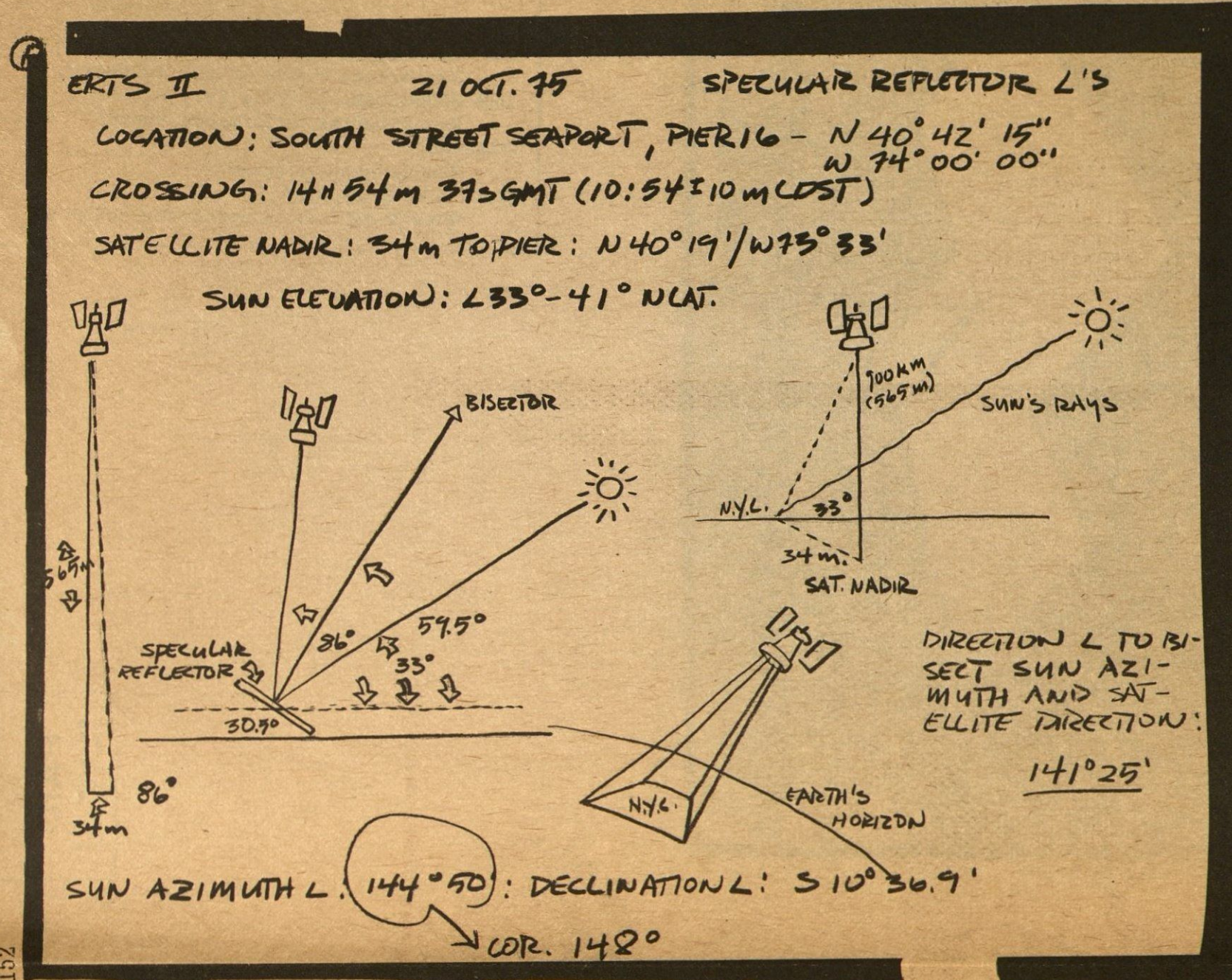
A POINT SEEN FROM TWO POINTS AT THE SAME TIME.

EROS 1



MANHATTAN/DETAIL

DESCRIPTION: SHOWN HERE, BANDS 4, 5, & 6, OF THE MULTI-SPECTRAL SCANNING SYSTEM, ERTS/LANDSAT II SATELLITE IN ORBIT APPROXIMATELY 900 KILOMETERS ABOVE MANHATTAN. VISUAL VERIFICATION OF THE MIRROR REFLECTED SUNBEAMS IS INDICATED BY THE ARROWS ON THE IMAGE READOUT (SCALE 1:1,000,000) ON EACH OF THE THREE BANDS. INCLUDED IS A MAGNIFIED DETAIL TAKEN FROM BAND 5, AS WELL AS THE COMPUTER ORDER PRINTOUT FROM THE EROS DATA CENTER.





FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

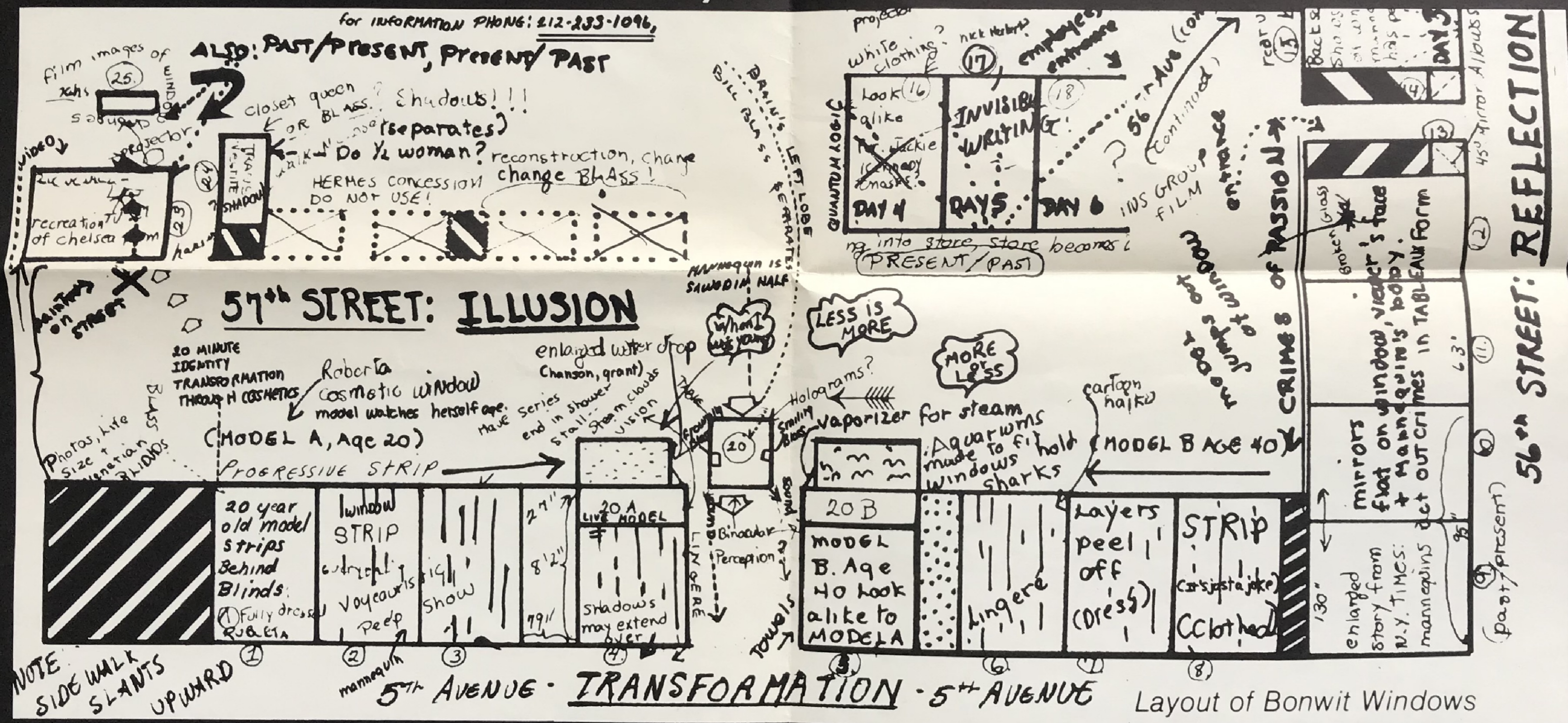
The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I. A. 44

MOMA PS1 ARCHIVES  
I.A.44



# LYNN HERSHMAN: 25 WINDOWS

a portrait/project for Bonwit Teller, new york 721 fifth avenue october 28 - november 2, 1976



sponsored by The Institute for Art and Urban Resources Inc. in cooperation with Bonwit Teller

Everything I planned came as a complete surprise.

selected past projects: the clocktower 108 leonard street october 21 - november 10



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I . A . 44



The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I . A . 44



**ROBERT GROSVENOR 11 Feb. to 6 March 1976 CLOCKTOWER 108 Leonard**

STUDIO SPACE AT CONEY ISLAND FACTORY FOR ROBERT GROSVENOR'S FABRICATION OF THE SCULPTURE WAS MADE AVAILABLE THROUGH THE WORKSPACE PROGRAM OF THE INSTITUTE FOR ART AND URBAN RESOURCES, WITH THE SUPPORT OF THE N.Y.C. ECONOMIC DEVELOPMENT AGENCY NEW YORK STATE COUNCIL ON THE ARTS AND THE NATIONAL ENDOWMENT FOR THE ARTS. POSTER PRODUCTION AND PHOTO BY JONATHAN M. DENT



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I . A . 44

Non-Profit Org.  
U. S. POSTAGE  
**PAID**  
NEW YORK, N. Y.  
Permit No. 8585

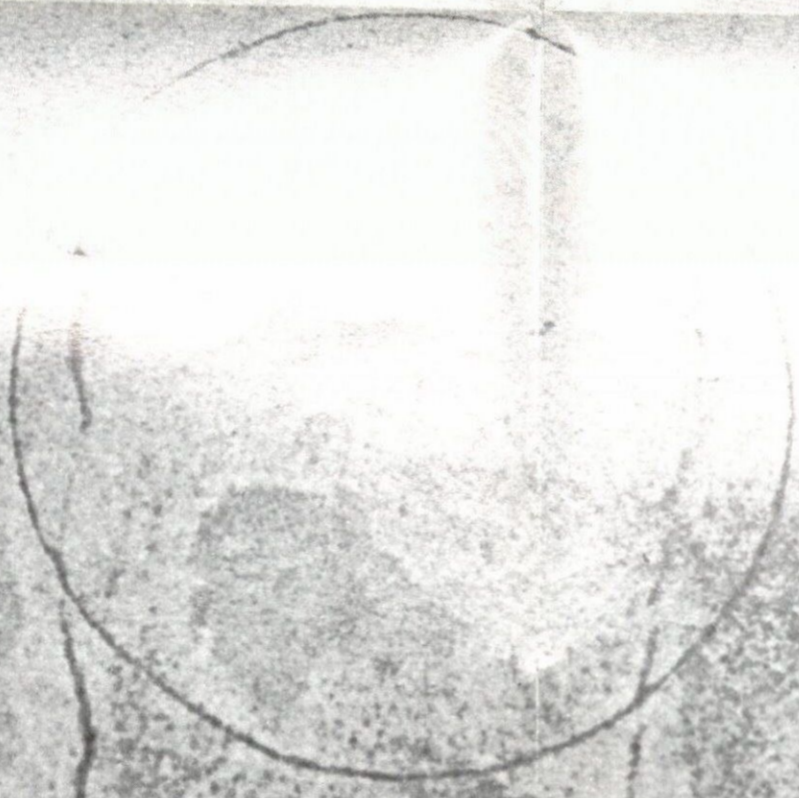
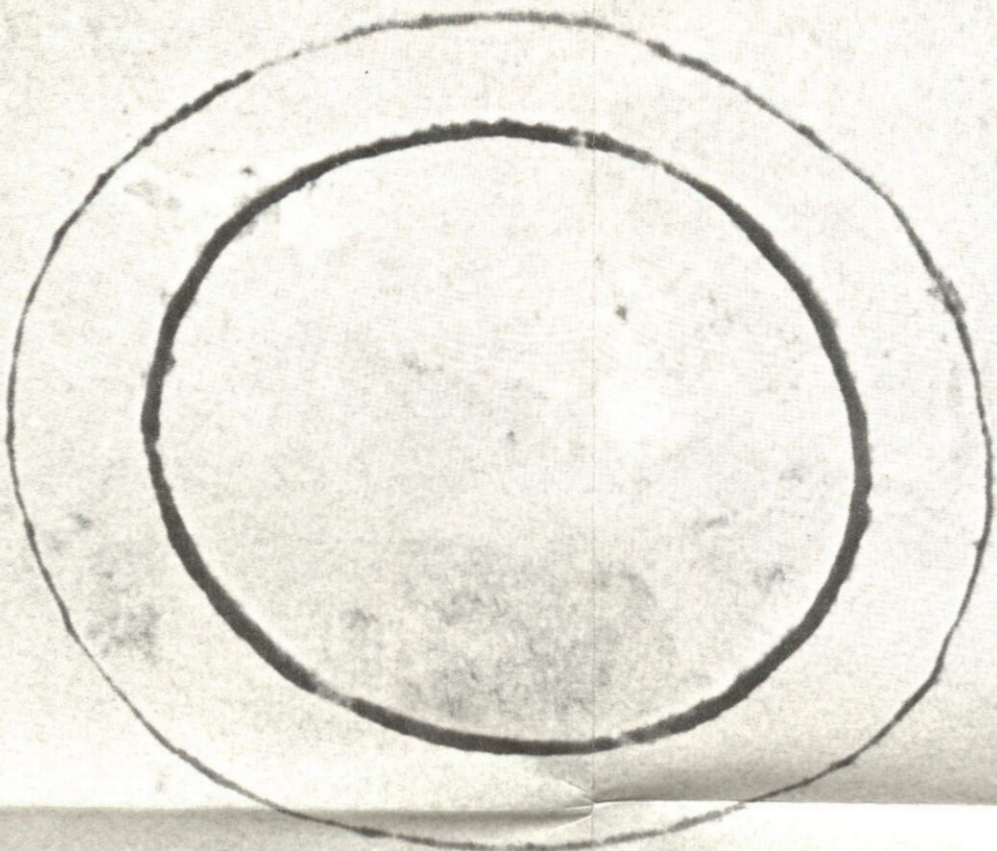
THE CLOCKTOWER  
108 Leonard Street  
(corner Broadway)  
N. Y., N. Y. 10013  
233-1096

Gallery hours:  
Tuesday - Saturday,  
1:00 - 6:00 P.M.

The Clocktower is  
sponsored by the  
Institute for Art and  
Urban Resources  
with assistance from the  
Visual Arts Program of  
the National Endowment  
for the Arts.



The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I . A . 44



**DAVID RABINOWITCH**  
**THE CLOCKTOWER 108 LEONARD NYC**  
SEPT. 16 — OCT. 2, 1976 RECEPTION SEPT. 15, 6 — 8 PM



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I. A. 44

INFORMATION ON THE INSTITUTE FOR ART AND URBAN RESOURCES



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I. A. 44

THE INSTITUTE  
FOR ART AND  
URBAN RESOURCES, INC.

Executive Office 11 John Street NYC NY 10038  
Clocktower Office 108 Leonard Street NYC NY 10013  
Area Code (212) 233-1076

GOAL:

There is a critical need in New York for suitable studio space for artists at a reasonable cost. The goal of the Institute for Art and Urban Resources, Inc. is to provide that space and by doing this provide the City with increased exposure to contemporary arts.

HISTORY:

The Institute was founded in 1970 as a part of the Municipal Art Society of New York to provide workspace in unutilized downtown Manhattan buildings for visual artists. It was modelled after S.P.A.C.E. of London, which did much to improve that City's atmosphere for the creative and performing arts. As the scope of the program expanded to an art center providing exhibition, rehearsal, and performing space in various rehabilitated buildings in New York City, an independent not-for-profit corporation was established in August, 1972.

Over the last four years, approximately 150 artists have worked in the Institute workspaces and 19 groups have performed in the Institute performing spaces.

STAFF:

There is a small professional full-time staff:

Alanna Heiss,  
Executive Director - formerly with S.P.A.C.E. of London, and the  
Municipal Arts Society of New York.

Linda Blumberg,  
Program Director - formally lecturer at the Metropolitan Museum  
of Art and the Museum of Modern Art.

Stephen Reichard,  
Director of Planning and Development - MBA (Columbia), Consultant  
for Art Exhibitions and Publications.

The programs are administered in offices in the Clocktower,  
108 Leonard Street. There is one full-time secretary, and one art  
intern.

FUNDING:

National Endowment for the Arts, NYSCA, corporate and private  
support.

Brendan Gill, Chairman of the Board of Directors  
Alanna Heiss, Executive Director

Board of Directors: Charles Clough, Edith Wharton, George G. Meade, Jr.,  
John D. Rockefeller, Jr., and the Trustees of the Museum of Modern Art



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I. A. 44

THE INSTITUTE  
FOR ART AND  
URBAN RESOURCES, INC.

Executive Office 11 John Street NYC NY 10038  
Clocktower Office 103 Leonard Street NYC NY 10013  
Area Code (212) 233-1096

BOARD OF DIRECTORS:

CHAIRMAN

Mr. Brendan Gill

Theatre Critic and Writer

MEMBERS

Mr. Lawrence Alloway

Art Critic and Writer

Mr. John Hightower

Art Administrator

Mr. Gerald Ordovery

Attorney

Mr. Robert Rauschenberg

Artist

Brendan Gill Chairman of the Board of Directors  
Alanna Heiss Executive Director

Project: Workshop Clerk for John Hightower Company, March 1974



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I. A. 44

THE INSTITUTE  
FOR ART AND  
URBAN RESOURCES, INC.

Executive Office 11 John Street NYC NY 10038  
Clocktower Office 108 Leonard Street NYC NY 10013  
Area Code (212) 233-1096

ADVISORY COMMITTEE ON GOALS AND OBJECTIVES:

CHAIRMAN

Dr. John G. Hutchinson  
Professor of Management  
Graduate School of Business  
Columbia University  
New York, N.Y. 10027

MEMBERS

Mr. Thomas Armstrong  
Director, Whitney Museum of American Art  
Madison Avenue at 75th Street  
New York, N.Y. 10021

Ms. Florence Daniels  
c/o Bureau of the Budget  
Room 1120  
Municipal Building  
No. 1 Centre Street  
New York, N.Y. 10007

Mr. Brendan Gill  
Chairman  
Board of Directors  
The Institute for Art and Urban Resources, Inc.  
108 Leonard Street  
New York, N.Y. 10038

Mr. Thomas Messer  
Director, Solomon R. Guggenheim Museum  
Fifth Avenue at 89th Street  
New York, N.Y. 10028

Mr. Goldwin A. McLellen  
President  
Business Committee for the Arts  
1700 Broadway  
New York, N.Y. 10019

Mr. David Moxley  
Director and Metropolitan Regional Partner  
Touche Ross & Company  
1633 Broadway  
New York, N.Y. 10019

Brendan Gill Chairman of the Board of Directors  
Alanna Hess Executive Director

Printed in Manhattan Clocktower 108 Leonard Street New York, NY 10013



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I. A. 44

THE INSTITUTE  
FOR ART AND  
URBAN RESOURCES, INC.

Executive Office 11 John Street NYC NY 10038  
Clocktower Office 108 Leonard Street NYC NY 10013  
Area Code (212) 233-1096

FRIENDS AND BENEFACTORS COMMITTEE:

Chairman: Mr. John Comfort

Individual Members:

Mr. and Mrs. Oliver W. Bivans  
Mr. and Mrs. Pieter Van de Bovenkamp  
Melissa Cameron Brumder  
Mr. and Mrs. Leo Castelli  
Dr. and Mrs. Victor D'Arc  
Donald Droll  
Virginia Dwan  
James Elliot  
Mr. and Mrs. Ronald Feldman  
Mr. and Mrs. Paul Frankel  
Mr. and Mrs. Albert Hirschson  
Mr. and Mrs. Stephen A. Kramer  
Klaus Kertiss  
Christophe de Menil  
Robert Novel  
Robert Stefanotty  
Harry Torczyner  
Paul Walter  
Mr. and Mrs. John Weber

Corporate Members:

Chase Manhattan Bank  
Morgan Guaranty Trust

Brendan Gill, Chairman of the Board of Directors  
Akanna Hays, Executive Director

Project: 11 John Street Clocktower 108 Leonard Street



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I. A. 44

THE INSTITUTE  
FOR ART AND  
URBAN RESOURCES, INC.

Executive Office 11 John Street NYC NY 10038  
Clocktower Office 108 Leonard Street NYC NY 10013  
Area Code (212) 233-1096

list continued:

Mr. Brian O'Doherty  
Director  
Visual Arts Program  
National Endowment for the Arts  
Washington, D.C. 20506

Mr. Lawrence Reger  
Office of Program Development and Coordination  
National Endowment for the Arts  
Washington, D.C. 20506

Braden Gill Chairman of the Board of Directors  
Akanna Hess Executive Director

Projects: Manhattan Clocktower, John White and Currier, Urban Farm, etc.



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I. A. 44

THE INSTITUTE  
FOR ART AND  
URBAN RESOURCES, INC.

Executive Office 11 John Street NYC NY 10038  
Clocktower Office 108 Leonard Street NYC NY 10013  
Area Code (212) 233-1096

PROGRAMS:

I. Workspace/Alternative Spaces:

The Institute for Art and Urban Resources, Inc. provides work spaces for artists in a network of buildings in and around New York City. Empty spaces are given to or leased at nominal cost by the Institute. In turn these are made available to artists for studio, exhibition, and performance facilities.

Artists receive studio spaces based on economic need. Selection is made by panels composed of artists who make selections themselves. The artists contribute a pro-rated share of the overhead cost of the space they occupy if they are financially able. This ranges from \$20. to \$40. per 1,000 square feet in publicly owned spaces and up to \$75. in privately owned. In all cases the rates are extremely low compared to what an artist would normally have to pay.

Exhibition and performance spaces are organized by the Executive Staff, guest curators and other artists. All proceeds from performances go directly to the artist. In all exhibition and performance programs the artist decides content and presentation of his or her work. Starting in 1976, a fund has been established providing honorariums to assist artists' projects sponsored by the Institute. This fund will be supported by private and corporate donors.

In 1976-1977, the Institute will provide studios for 110 artists, exhibition facilities for 100 artists and performance space for 35 individuals or groups. This represents a projected increase of 200% from 1975-1976.

Brendan Gill Chairman of the Board of Directors  
Alanna Hess Executive Director

Printed in Manhattan, Clocktower, 108 Leonard Street, New York, NY 10013



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I. A. 44

THE INSTITUTE  
FOR ART AND  
URBAN RESOURCES, INC.

Executive Office 11 John Street NYC NY 10038  
Clocktower Office 108 Leonard Street NYC NY 10013  
Area Code (212) 233-1096

II. Surplus Materials:  
(Progress Report and Future Plans)

It is the intent of the Institute to assist artists not only by providing spaces and honorariums, but surplus materials as well. In 1972-1973, the National Endowment for the Arts awarded the Institute a small grant to investigate the potential of Federal surplus materials for artists.

The New York State Council on the Arts in 1974-1975, assisted the Institute in continuing its research into this interesting possibility. The results have been slow but visible; with the cooperation of the Visual Arts Program of the National Endowment for the Arts, we have successfully petitioned for a change in the wording of the Articles through which Congress established the National Endowment for the Arts, making the National Endowment for the Arts as eligible as is the National Science Foundation. This change does not take effect until 1977. In addition, this year we investigated the systems through which several institutions have availed themselves of these materials. These inquiries resulted in information that Federal surplus at a State level may also be possible; organizations (and artists working with them) could actually receive used materials rather than undergo complicated assignment through State or Federal art agencies.

Initial approaches to the New York State Office of General Services have been discouraging; the material is restricted solely to educational institutions and a limited number of State agencies among which the New York State Council on the Arts is not included. It is thus our intention next year, if the program receives funding, to collaborate with a New York State accredited educational institution to provide surplus materials on an experimental basis to New York State artists.

Scientists are able to use surplus materials if they are associated with programs funded by the National Science Foundation, and State institutions. Artists and art organizations should have the same opportunity.

Through the Surplus Materials Program, the Institute intends to act as a channel through which individual artists may be eligible.

Brendan Gill Chairman of the Board of Directors  
Alanna Heiss Executive Director

Printed in New York City by Clocktower 108 Leonard Street, New York, NY 10013



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I. A. 44

THE INSTITUTE  
FOR ART AND  
URBAN RESOURCES, INC.

Executive Office 11 John Street NYC NY 10038  
Clocktower Office 108 Leonard Street NYC NY 10013  
Area Code (212) 233-1096

III. Special Projects:

"Special Projects" umbrellas a series of activities managed by artists to provide artists' further means of exposure and expression.

Examples:

Poetry Workshop: A series of readings run by poets in Institute spaces.

Fellows: A program where artists are able to publish position papers on legal and structural views, about their own community.

Brendan Gill, Chairman of the Board of Directors  
Alanna Hess, Executive Director

Projects: 14 Clocktower, 108 Leonard Street, 10013



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I. A. 44

THE INSTITUTE  
FOR ART AND  
URBAN RESOURCES, INC.

Executive Office 11 John Street NYC NY 10038  
Clocktower Office 108 Leonard Street NYC NY 10013  
Area Code (212) 233-1076

IV. Traveling Exhibitions:

Exhibitions organized and sponsored by the Institute have attracted national attention. In response to requests from art centers and museums, the Institute will organize one traveling exhibition annually. The Museum Program of the National Endowment for the Arts is supporting this program under "Aid the Special Exhibitions".

Brendan Gill, Chairman of the Board of Directors  
Alanna Haux, Executive Director

Project: [unclear] [unclear] [unclear] [unclear] [unclear] [unclear] [unclear] [unclear] [unclear] [unclear]