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THE MUSEUM OF MODERN ART

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FOR IMMEDIATE RELEASE

PRELIMINARY ANNOUNCEMENT

MUSEUM TO CELEBRATE ITS 20TH ANNIVERSARY WITH LARGE EXHIBITION,
"MODERN ART IN YOUR LIFE," OPENING IN OCTOBER

"Modern Art in Your Life," an exhibition to show how modern art is a source and catalyst for much of our daily environment from 5th Avenue windows to newspaper advertisements, will occupy the entire 3rd floor of the Museum of Modern Art, 11 West 53 Street, from October 5 to December 4. The exhibition, relating "applied" art to the "pure" art which is frequently its source, will commemorate the founding of the Museum in 1929. This 20th Anniversary Exhibition is being organized by Rene d'Harnoncourt, Director of the Museum's Curatorial Departments, in collaboration with Robert Goldwater, author, Associate Professor of Art History at Queens College and Editor of the Magazine of Art.

Buildings, furniture, useful objects, shop displays and advertisements that are accepted readily and enjoyed by the public are related to or derived from works of art frequently considered meaningless and even ugly. The exhibition will show how the appearance of a popular magazine or of a box of cleaning tissue has direct antecedents in the most elusive abstract art. The architect eliminating ornament, the jacket designer basing his appeal on square-cut letters and balanced rectangles share the artist Mondrian's delight in the severe beauty of mathematical order. The furniture designer bends his plywood into freely molded shapes that have their counterparts in works by Arp and Miro.

Although the exhibition does not cover every style and every school of modern art and its widespread influences, examples are selected on a basis sufficiently broad to indicate the great variety of modern art and the broad scope of its effect on modern living. Sections consisting of a number of paintings and sculptures and a number of objects related to them will be devoted to abstraction, to various forms of stylization and to surrealism and fantastic art.

The Museum feels that this educational exhibition associating pure and applied art - without minimizing the independent existence of either - may help to make modern art more comprehensible to more people.