

# THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

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## ART CENTER OF NORTHERN NEW JERSEY BEGINS FUND RAISING DRIVE

The first major step in realizing the proposed ART CENTER OF NORTHERN NEW JERSEY is now under way in a fund raising drive begun on February 27th. The suggestion for an art center was proposed in a questionnaire to three thousand residents of northern New Jersey last October, with the result that more than six hundred enthusiastic replies were received. Recently several of the prime movers of the idea incorporated, and established the ART CENTER OF NORTHERN NEW JERSEY, with the following officers: President - Jules Hoffman, 161 West Clinton Avenue, Tenafly, N.J.; Vice-President - Aubrey L. Moss, 721 Carroll Place, Teaneck, N.J.; Secretary - Leonard Hansen, 124 East Linden Avenue, Englewood, N.J.; Treasurer - Allen Kriegel, 467 Liberty Road, Englewood, N.J.

The idea for the art center originated with Dr. Jules Hoffman who used to send his daughter to the People's Art Center of the Museum of Modern Art, in New York City, where he also studied painting himself. It became increasingly difficult to make the trip because of traffic tie-ups. Dr. Hoffman enlisted the interest of several of his friends who had had similar experiences, and together they formulated the idea of the center, and promoted it in their communities. Representatives of these families have become officers of the Corporation.

When plans were being formulated, they proposed the idea for setting up a center in northern New Jersey to the Museum of Modern Art. It was a fortunate coincidence that the Museum had already anticipated such an extension of its activities, and this has become its first experimental venture in that direction. Since then the Corporation and the Museum have been busily drawing the plans, making budget estimates, and working out a possible schedule for the proposed center, based on the enthusiastic response that was received.

The first step in the realization of the plan is raising funds for finding and establishing a home for the new center. The Corporation has set as its minimum the sum of \$25,000. This is to include rent, the furnishing and installation of studios with light and equipment, to serve approximately five hundred children and adults. The campaign will include both direct mailing and person-to-person soliciting. It is hoped that the goal will be reached by late spring or early summer.

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The following officers of the Corporation are professional and business men. They are the founders of the original idea for establishing an art center in northern New Jersey:

JULES HOFFMAN is a dentist with offices in New York City and Englewood. He taught dentistry at New York University for nine years. He and Mrs. Hoffman enjoy participating in the arts and making opportunities for their children -- Judy, three years old, and Susie, nine years -- for creative activity at home, since they no longer bring them to the People's Art Center. Dr. Hoffman said that when the announcement proposing the new art center appeared in the papers, Mrs. Hoffman spent most of the day on the telephone answering questions of enthusiastic friends and neighbors. Since then, Dr. Hoffman has become so involved in preparations for the new center that he has given every free moment to it.

AUBREY L. MOSS is President of Production Metals, Inc., Brooklyn. Mr. and Mrs. Moss have two children, Billy, 7 1/2 years old, and Paula, 9 1/2 years old. Mrs. Moss used to be a journalist. Both Mrs. and Mrs. Moss are interested in modern art. They have a small but selective collection of modern painting and sculpture which includes paintings by I. Rice Pereira and Maurice Vlaminck, etchings by Picasso and Rouault, and sculptures by Henry Moore, Marini and Arp. They began their collecting through the encouragement of Mrs. Moss' brother, who is an artist. They share an equal interest in their collection and their taste is so similar that they will often choose the same work independently. In regard to the CENTER, Mrs. Moss says: "Of course, we would like to see a center here in Bergen County for the advantage that it would be to our children and to us, but we also would like it for the community as a whole. We are all in need of it."

LEONARD HANSEN is in real estate and insurance and is head of the firm of Hansen and Hansen in Englewood. He has lived in Englewood for twenty years and has been very active in local affairs. He was candidate for the Council in 1953, President of the Englewood Democratic Club in 1954, and is now Vice-President of the Parent Teacher's Association in Englewood. In his spare time, Mr. Hansen is a folk singer and plays the guitar and Mrs. Hansen originates decorative designs. In regard to the ART CENTER, Mr. Hansen says: "Having worked in the community for many years, I see the need for just such a center since there are other organizations for other types of entertainment. There is nothing to fit the need for the arts, which the proposed ART CENTER is designed to do."

ALLEN KRIEGEL is in real estate and investments for Schultz Management, which has offices in New York City and Englewood. Mr. and Mrs. Kriegel own a modern house in Englewood where Mr. Kriegel has lived for twenty-one years. They have one child, Nancy, two-and-a-half years old. Like the Mosses, the Kriegels have a modest collection of modern art which they have developed for their own pleasure. They have a gouache by Leger, lithographs and etchings by Picasso, and a lithograph by Gris. They, however, are concentrating on the young Americans and number among their paintings works by Seong Moy, Robert Conover and Lily Michaels. Mrs. Kriegel has done some painting, which she has studied in Englewood. Mr. Kriegel is interested in photography as a personal expression.

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