

# Art Museum at Columbus Circle Planned by Huntington Hartford

*A. & P. Heir to Build 10-Story  
Gallery for Modern Works  
at Cost of \$2,500,000*

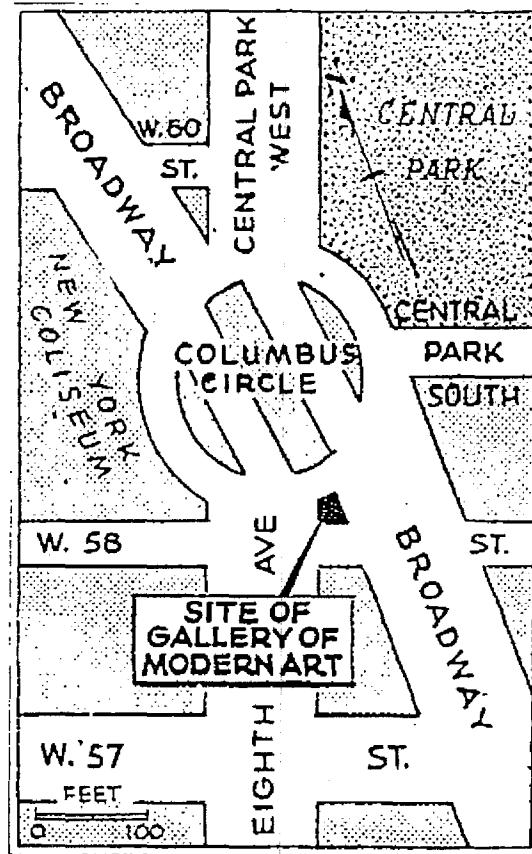
By SANKA KNOX

The burgeoning plans for the Columbus Circle area have grown to include a new art gallery. Huntington Hartford, member of the family that founded the Great Atlantic and Pacific Tea Company, plans to build the gallery.

Mr. Hartford's project, although not yet in the blueprint stage, is planned as a ten-story building that would be a marble showplace of the visual arts. The site, facing the Coliseum, is an island, formed by the juncture of Eighth Avenue and Broadway, between the Circle and Fifty-eighth Street.

The land is occupied by a five-story building housing a shoe store, office space and a large advertising sign. About \$1,000,000 was paid for the building and oddly shaped lot. The cost of the new building is estimated at \$1,500,000.

An architect has not been selected for the new building. But, Mr. Hartford said yesterday, the building will be simple. It will be white or off-white in color,



The New York Times June 11, 1956  
Setting for planned museum

and will be designed to match the Coliseum.

The name of the institution will be the Gallery of Modern Art. Mr. Hartford said he favored a liberal approach to contemporary painting, but opposed extreme trends.

Mr. Hartford wants a garden restaurant at the top of the building. He is tentatively planning a theatre for art films. Six or seven floors, with approximately 4,000 square feet each,

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will be devoted to art. The space is about equal to that in the Museum of Modern Art.

The remaining floors will be rented as office space at first. But eventually the entire building will be used to display paintings, sculpture, prints, photography and possibly models of modern architecture, Mr. Hartford said.

There will be shops at street level. The entrances will be on Fifty-eighth Street, he said.

Mr. Hartford said he thought of his new venture mostly as a museum, with a curator in charge. But paintings will be sold in the gallery.

"I want to encourage artists, but the emphasis will be on exhibition," Mr. Hartford said.

He considers himself "quite liberal" in his views on art.

"But I don't favor extreme abstract expressionism, or other extreme trends," he said.

Mr. Hartford's exceptions to certain trends in art yesterday

were pitched in a far milder key than other of his public statements on the subject. Last year, in full-page advertisements in New York newspapers, Mr. Hartford defined his views of what art is. These views excluded both photographic realism and abstraction.

The state of art in the nation, he wrote, in "the profession of painting, at least, has esthetically, morally and in certain quarters even politically become a thoroughly degenerate one." Mr. Hartford asserted that Pablo Picasso had gone "an amazing distance toward wiping out single-handed all the gains that have been made in the world of painting in the last 500 years."

Mr. Hartford has a collection of twenty-five paintings, which he will continue to add to, he said. His pictures include work by Reginald Marsh, Frederic Waugh and Edward Hopper, Blakelock, Inness, Monet and Orozco. The collection will be on permanent loan in the new gallery.