

Page Two

Cultural Center Achievement of Prof. Roerich

Riverside Drive Ideal Combines Constructive Living With Art

By LOUIS L. HORCH

What has Professor Nicholas Roerich brought to the West Side?

The Roerich Museum, situated at 310 Riverside Drive, is among the practical realizations of Professor Roerich's ideals for the promulgation of cultural centers and interests—a museum, galleries, libraries, auditoriums, a theatre, restaurant and apartments. The object of this 29-story building was to combine art with living, where residents may enjoy the many cultural events which are presented and be active participants in constructive living.

In accordance with the ideals of Nicholas Roerich, the Museum aims to spread a great appreciation of beauty and to promote better understanding between men and nations through the encouragement of the arts, sciences and all phases of knowledge and culture.

Departments of Museum

The Roerich Museum functions through the following departments:

1. *Master Institute of Roerich Museum*: The first school founded in the United States teaching all the arts (music, painting, sculpture, architecture, opera class, ballet, drama). The Institute has a faculty of 60 distinguished artists and teachers in all fields of art, and its student body includes many nationalities.

2. *The International Art Center of Roerich Museum*: This is dedicated to widening the appreciation of the arts of all nations. It presents monthly exhibitions, and also arranges itinerary exhibitions with leading museums, universities, libraries, schools and other educational centers. In the fulfillment of its aim, it has co-operated with numerous governments and educational bodies in presenting exhibitions of many nations.

3. *Roerich Museum Press*: The press is dedicated to publishing works of highly educational and cultural value in the fields of art, philosophy and science. It has to its credit, numerous publications of works on Eastern and Western culture.

4. *Urusvati, Himalayan Research Institute of Roerich Museum*: The Institute conducts scientific research in medicine, biology, archaeology and other sciences, and has headquarters in the Himalayas.

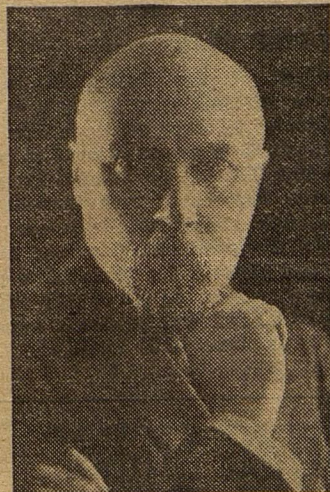
5. *The Roerich Society*: This is devoted to the ideals of international understanding through cul-

ture. It comprises 63 branches in 24 countries. The Roerich Societies carry on a wide educational program which includes concerts, recitals and lectures in all phases of the arts and sciences. During the year 1932-33, more than 350 cultural events were given in New York. The success of this plan may be regarded as an important step in adult education, which during the past decade has taken so important a part in the progress of all forward-looking educational programs.

Widespread Activity

Among the extensive artistic and scientific activities of the Roerich Museum, has been its historic Central Asiatic Expedition, which began in 1923, and which covered Chinese Turkestan, Mongolia, the Gobi Desert, Tibet, and Sikkim.

Through all these diverse activities is seen the inspired leadership of Nicholas Roerich whose call to human betterment through cultural and creative endeavor eminently resounds.



Professor NICHOLAS ROERICH