

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

FOR IMMEDIATE RELEASE

August 17, 1955

No. 68

NEW CHRISTMAS CARDS TO GO ON SALE AT MUSEUM OF MODERN ART

Ten new Christmas cards have been added to the group sold by the Museum of Modern Art and will go on sale along with more than thirty favorites from past years on October 1 at prices ranging from 5 to 25 cents each. The cards will be sold in the main lobby of the Museum, 11 West 53 Street, or may be ordered by mail.

Nine of the new cards were selected from more than a hundred designs submitted by young American artists at the request of the Museum's Junior Council. Among them is a card designed by Sister Mary Corita, I.H.M., of the Immaculate Heart College in Los Angeles. Printed in yellow and red on ivory paper, it depicts scenes from the Nativity underneath which appear words from the Gloria from the Catholic Mass. Three of the new cards are woodcuts designed by the well-known American printmaker, Antonio Frasconi. One has a line of white evergreen trees printed on black paper, another shows the sun and the moon and the third bears the words "Christmas Greetings" printed in red against a black design of leaves and birds.

Other new cards in this year's collection include an "Abundant Bird," a black on white lithograph by Leonard Baskin, a "Herald Angel" in grey with a red star by Irwin Rosenhouse, a design made up of the word "sanctus" in black and gold on white paper by Rudy O. Pozzatti, "Three Christmas Trees," a woodcut in two shades of red and black on white by Leona Pierce and a "Cathedral" designed by Gandy Brodie in black and blue.

In addition to these cards selected by the Museum's Junior Council, the Museum has published this year a new design by the young American graphic designer, Florence Bezruczyk, of a bird printed in yellow and red and black on ivory paper.

The Museum's collection of more than forty cards also includes original designs and reproductions of paintings by such famous artists as Matisse, Rouault, Picasso and Saul Steinberg's witty drawings. All cards may be ordered imprinted with individual names.

An illustrated brochure listing the 1955 Museum of Modern Art Christmas cards will be available in mid-September and may be obtained by writing or calling Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York City 19, Circle 5-8900.

NOTE:

An exhibition of Christmas cards of outstanding graphic merit which have been produced in the last ten years will be on view in the Museum's Northwest gallery on the first floor from October 18 through November 27. Several examples of Museum of Modern Art Christmas cards will be included along with cards by many other publishe