

CHRISTMAS CARDS AND GIFTS FROM THE MUSEUM OF MODERN ART

Twenty-one Christmas cards, including two new three-dimensional constructions designed by Mon Levinson and Ilya Bolotowsky, and a wide selection of gifts for the holiday season will be offered by The Museum of Modern Art this year.

The selection of greeting cards, ranging in price from 5 cents to \$1.00, includes nine new designs by Richard Anuszkiewicz, Joseph del Gaudio, Ivan Chermayeff, Jasper Johns, Herbert Migdoll, Alexander Liberman, Marisol and George Brecht. In addition, several popular Museum cards have been reissued this year, among them Henry Moore's Family Group, Christian Rohlf's Three Kings, Helen Federico's White Tree, Paul Klee's Laughing Gothic and Chaim Soutine's Chartres Cathedral. The Junior Council of The Museum of Modern Art, which publishes the Museum's Christmas cards, has also commissioned two cardboard constructions which can serve as three-dimensional cards, tree ornaments or inexpensive gifts.

The Museum is also offering six gift enclosure cards, including two new designs by Antonio Frasconi. The two new designs, Birds and Birds in Flight, have been added to two other Frasconi designs, Night and Day; and to the stone-cut Owls by the Eskimo artist, Iyola, as well as to Picasso's Illustrations for Buffon's Histoire Naturelle. Gift enclosures come in packages of six for 25 cents.

Membership in The Museum of Modern Art is one of the special gift suggestions for the holiday season. Gift memberships may be enjoyed by the whole family for the entire year. Members receive two or more Museum publications during the year, depending on the membership category, as well as a 25 per cent reduction on all other Museum publications. Additional privileges include unlimited visits to the Museum galleries, use of the Members' Penthouse, reservations for film showings and invitations to special exhibition previews. Information on gift membership is available from the Museum's Membership Department.

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The 1965 Appointment Calendar, published by the Junior Council, is illustrated with fifty-nine black and white photographs depicting scenes from American and foreign film classics of the silent era from The Museum of Modern Art Film Library's collection of over one million film stills. The book is eight inches square and has a black, white and ochre cover, designed to resemble a film sequence; heavy acetate sheeting protects the spiral-bound calendar. The book, which comes in a gift box that is a photographic facsimile of the characteristic film mailing case, costs \$2.75 plus a small charge for postage and handling, if ordered by mail.

Among the other gift suggestions are a number of art books ranging in price from \$1.25 to \$25. Several of the books are Fall 1964 publications from The Museum of Modern Art; these include: Max Beckmann by Peter Selz with contributions by Perry T. Rathbone and Harold Joachim (\$10 clothbound, \$3.95 paperbound); Bonnard and His Environment by James Elliott, James Thrall Soby and Monroe Wheeler (\$7.50 clothbound, \$2.95 paperbound); Modern Gardens and The Landscape by Elizabeth Kassler (\$5.95 clothbound, \$2.75 paperbound); Twentieth Century Engineering, edited by Arthur Drexler (\$2.50 paperbound); and Lettering by Modern Artists by Mildred Constantine (\$2.50 paperbound). The Museum will also issue a revised edition of the classic, History of Photography: 1839 to the Present by Beaumont Newhall in time for holiday gift-giving (clothbound \$12.50).

An original gift for the season is the new popular edition of Twelve Fables of Aesop narrated by Glenway Wescott, with illustrations by Antonio Frasconi. This new edition, although slightly smaller in format than the original limited edition of 1,000 signed copies, retains the handset Emerson type and all the illustrations of the original (paperbound \$1.95).

Boxed notepapers with ink drawings by Paul Klee, Yasuo Kuniyoshi, Henri Matisse, Saul Steinberg and Vincent van Gogh taken from the Museum Collections will be offered again this year. A set of ten notes (two of each drawing) and envelopes cost 95 cents.

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For the first time, the Museum will offer boxed matchbooks, designed by Ivan Chermayeff. The three designs, each produced in a single bright color -- red, blue, yellow-ochre -- on white ground, are based on Chermayeff's designs for the Museum's brilliant new banners. Fifty matchbooks, packaged in a transparent acetate caddy, will cost \$2.00, plus postage and handling if ordered by mail.

The cards and gift suggestions are listed in an illustrated Christmas catalog published by the Museum and available by mail, free-of-charge, early in September. All books, Christmas cards and the Appointment Calendar may be purchased at the Museum bookstore, 11 West 53 Street, or may be ordered by mail from the order blank included in the catalog.

Photographs and additional information available from Lynn Traiger, Assistant Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York 19, New York CI 5-8900.