

CHRISTMAS GIFTS FROM THE MUSEUM OF MODERN ART 1966

The Museum of Modern Art is offering 29 Christmas cards and constructions by well known artists and a wide selection of gifts for the holiday season, which may be ordered by mail from the Museum. An illustrated Christmas brochure with a mail order form is now available from The Museum of Modern Art, Department Z, P.O. Box 5300, Grand Central Station, New York, N.Y. 10017. There is a charge of 25 cents for the brochure, deductible from all orders over \$5.00.

All cards and gifts are also on sale at the Museum Bookstore, 11 West 53 Street, and, beginning November 14, at the special Christmas shop at 21 West 53 Street.

Christmas Cards and Constructions

As a special introductory offer, two representative samplers of Museum cards are offered: twelve pieces are \$2.50 and fifteen pieces are \$4.25.*

Two new constructions are now available: Mon Levinson's untitled plexiglas construction has a translucent silk screen design on the front and back of a clear four-inch square. With its special display stand and envelope, it makes a handsome and inexpensive gift. \$1.95. Harry Soviak's Snow Screen is a debossed and diecut construction on heavy off-white paper with a bright green envelope. 35 cents.

Among the eleven new cards this year are two photographs: Minor White's Steely the Barb of Infinity depicts a barn in the snow (20 cents), and Martus Granirer's witty Star is created from the top of a punched beer can (10 cents). Interior Perspective, a drawing for the Mikveh Israel Synagogue by the well known architect Louis I. Kahn, is the first card to be reproduced from the Museum's collection of Architecture and Design. Among the other artists represented are Jules Olitsky, Henry Pearson, Larry Poons, Bridget Riley and Nicholas de Staël. Cards are priced from 10 cents to \$1.95.

*Prices quoted do not include state and local sales taxes or postage.

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Books for the Holiday Season

The 1967 APPOINTMENT CALENDAR, always a popular gift, is devoted this year to recent acquisitions to the Museum's Photography Collection. The Calendar is illustrated with 60 gravure photographs, ranging from portraits and landscapes to social documents and experiments of the avant-garde. The Calendar has a handsome orange and magenta cover with a white comb binding and is 8" square. The book has been designed so that the calendar pages can be removed after use and the illustrations retained as a permanent bound album. \$2.95, with a blue gift envelope.

An attractive gift for children and adults is Warja Honneger-Lavater's illustrated WILLIAM TELL. This ingenious pictograph uses colorful symbols arranged in a continuous design to narrate the story. The accordion-fold pages are packaged in a blue slip-case. \$3.50. A PARTRIDGE IN A PEAR TREE by Ben Shahn illustrates the famous Christmas carol. \$1.25. Another popular book is the TWELVE FABLES OF AESOP, narrated by Glenway Wescott, with illustrations by Antonio Frasconi. \$1.95.

A handsome book for Christmas is THE PHOTOGRAPHER'S EYE, to be published by the Museum in November. It is a profusely illustrated investigation of the extraordinary range and potential of photography over the past century and a quarter. Hardbound, \$5.95; paperbound, \$3.95.

Other Gifts Reproducing Works in the Museum Collections

Boxes of notepaper illustrated by works in the Museum Collections make attractive and useful gifts. Each box contains 10 notes and envelopes. An assortment of calligraphic designs by contemporary artists is \$1.50; unusual inkless intaglio prints, which are embossed white-on-white designs, are \$2.00; and a selection of full-color lithographs is \$2.50.

Selections of postcards packaged in gift envelopes are also available. They include Matisse Chasubles (six full-color cards, 95 cents), Posters in the Museum Collection (12 full-color cards, \$1.60), Sculpture in the Museum Collection (15 black and white cards, 75 cents), and Twelve Masterworks from the Museum Collection (12 full-color cards, \$1.25).

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Special Gift Ideas

Membership in The Museum of Modern Art is announced by mail with a special card and is a gift which 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 percent discount on all other Museum publications. Additional privileges include unlimited visits to the Museum galleries, use of the Members' Penthouse and an art lending service, and invitations to special exhibition previews.

Among the unique gifts this year available exclusively through the Museum is a handsome blue and white kaleidoscope, FALLING MAN, by the sculptor Ernest Trova. It is a sophisticated version of a perennially popular toy. \$3.95, packaged in an ochre telescope container for mailing.

A gift for music lovers is the ten-inch RPM record, STRUCTURES FOR SOUND: MUSICAL INSTRUMENTS BY FRANCOIS AND BERNARD BASCHET, issued by the Museum in conjunction with its exhibition of the Baschet instruments that make use of mechanical processes to create sounds like those ordinarily produced by electronic means. Imported from France, the record comes in a Museum-designed jacket containing an illustrated explanation of these unusual instruments. \$5.98.

Once again, the Museum is offering boxed matchbooks designed by Ivan Chermayeff. The three designs are in a single vivid color (red, yellow ochre, blue) on a white ground. The matchbooks are available in sets of 24 for \$1.25 and 48 for \$2.00, packaged in a glossy black box with a clear acetate cover.

Gifts for the Film Buff

For the first time, the Museum offers posters from the Department of Film recording three outstanding film series held at The Museum of Modern Art: THE INDEPENDENT FILM, THE HORROR FILM and ANIMATION: FILMS FROM MANY NATIONS. The posters, designed by the Museum's Graphics Department, measure 36 3/4 x 16 1/8" and are printed on heavy paper. \$2.00 each.

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An appropriate and ingenious gift might be a portfolio of film stills, taken from the extensive collection of the Department of Film. THE FILMS OF JOSEF VON STERNBERG, THE HORROR FILM, THE CAREER OF AN ACTRESS: SOPHIA LOREN, D. W. GRIFFITH and MARLENE DIETRICH each contain ten glossy photographs in a portfolio with a brief descriptive text. \$3.95 each. THE FILMS OF JOSEF VON STERNBERG by the noted film critic Andrew Sarris has just been published by the Museum. Hardbound, \$4.95; paperbound, \$2.95.

Christmas cards and constructions, the annual Appointment Calendar and note-paper are produced under the auspices of the Junior Council of The Museum of Modern Art.

Samples, photographs and additional information available from Elizabeth Shaw, Director, and Patricia B. Kaplan, Assistant, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. Circle 5-8900.