

THE MUSEUM OF MODERN ART

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

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FOR RELEASE

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CHRISTMAS CARDS GO ON SALE AT MUSEUM OF MODERN ART

Eight new Christmas cards have been added to the group sold by the Museum of Modern Art and go on sale October 1 along with more than thirty favorites by American and European artists at prices ranging from 5 to 25 cents each. The cards may be purchased in the main lobby of the Museum, 11 West 53rd Street, or may be ordered by mail. All cards may be ordered imprinted with individual names. Museum members receive a 20 per cent discount.

Several of the new cards were chosen from designs submitted by young American artists at the request of the Junior Council of the Museum, continuing a custom of the past few years. Three of these, Leonard Baskin, Jack Zajac and William Krallman, were represented at the Museum in the "Recent Drawings USA" show. Leonard Baskin's card is a tiny "Angel" in black and white, Zajac's a dramatic "Shepherds" in black and white, and Krallman's a strongly stated "Intersecting Star" in black and green against a white background. A new design by the well-known American printmaker, Antonio Frasconi, called "Pine Branches" is unexpectedly red against cream white paper. Joseph Breitenbach has contributed in an unusual medium with his black and white photogram "Christmas Night".

Other new cards in this year's collection include Reuben Tam's delicate "Monhegan Spruce" and the rich colourful "Christmas Candles" by the young painter, Grace Hartigan, who used a silkscreen process with red and black on white ground. A winter bird and fanciful tracery in white against a deep blue background is Joseph Cornell's "Constellation".

From a collection of more than forty cards, the Museum is offering many favorites such as Ben Shahn's illustrated booklets "Cherry Tree Legend" and "Sweet was the Song the Virgin Sang", and Saul Steinberg's amusing "Santa on a Monument," as well as original designs and reproductions of paintings by such famous artists as Matisse, Rouault and Picasso.

An illustrated brochure listing the 1956 Museum of Modern Art Christmas cards is available and may be obtained by writing or calling Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53rd Street, New York City 19 - Circle 5-8900.