

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

No. 103
Tuesday, October 1, 1963
FOR IMMEDIATE RELEASE

A 1964 Appointment Calendar illustrated with 27 posters by 25 artists was published by the Junior Council of the Museum of Modern Art September 1. This useful and attractive gift is designed so the appointment pages can be removed at the end of the year converting the calendar to a permanent album of poster art. It is available in the Museum lobby, 11 West 53rd Street, New York City, or by mail for \$2.75 plus 20 cents per book for postage and will be distributed to bookstores throughout the country by Doubleday & Co., Inc.

The posters, 23 of which are reproduced in color, are all from the Museum's Collection and represent various periods and styles including one of Toulouse-Lautrec's posters of Jane Avril (1899), a poster by Fernand Léger for an exhibition in Paris (1958), and Saul Steinberg's poster for his own exhibition of drawings in Washington, D. C. (1952). Among the other artists whose work is represented in the album are: Bonnard, Chagall, Dubuffet, Matisse, and Miró.

Designed by Edwin Lee, the calendar is eight inches square, has a handsome green and black cover, a convenient spiral binding, and a bright orange envelope for gift wrapping or mailing.

The 1964 Calendar is the eighth to be published by the Junior Council, a group of volunteers, who operate the Art Lending Service and organize special exhibitions and lecture series.

Additional information and review copies are available from Allison Matsner, Department of Public Information, Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. CI 5-8900.