

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

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GREETINGS! Introductory comments by Mildred Constantine. 24-page booklet, 24 illustrations. Paperbound, 95 cents. Published and distributed by The Museum of Modern Art.

The Museum of Modern Art has published **GREETINGS!**, a small but richly illustrated catalog of an exhibition of personal, seasonal, and holiday greetings recently on view at the Museum.

"Greetings today are designed as cards, posters, and even flags. They also appear in three-dimensional forms related to modern sculpture," states Mildred Constantine, Associate Curator of Design, in her introduction to the catalog. "They are equally varied in technique: etching, drawing, painting, and collage as well as embossing, photography and typography are all employed."

Some greetings are both appropriate to the occasion and, purely as design, are worth more than the few minutes notice they ordinarily receive, Miss Constantine observes. "Some are unique 'hand-made' objects communicating an individual's sentiment and personality. Others, though mass produced, still convey the touch and sensibility of the individual designer."

The book's 24 illustrations of works by 22 artists convey the variety and liveliness inherent in greetings. Among the artists included, who are generally known for their more durable work, are Josef Albers, Leonard Baskin, Roy Lichtenstein, and Paul Mayen. A catalog of the exhibition of 80 works by over 60 artists from 12 countries supplements the illustrations. Collected over a period of years, the examples in the exhibition are drawn from the Museum's collection of graphic design or have been borrowed from artists.

GREETINGS! is on sale at the Museum bookstore, 11 West 53rd Street, and available by mail from the Museum's Publications Sales Department, which will also fill trade orders.

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.