

The Museum of Modern Art

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

62
No. 91
Thursday, July 21, 1966
FOR IMMEDIATE RELEASE

1967 APPOINTMENT CALENDAR, introduction by John Szarkowski. 120 pages, 60 illustrations. White comb binding, board cover. Published by the Junior Council of The Museum of Modern Art, distributed by Doubleday and Co., Inc. \$2.95.

Sixty photographs, ranging from portraits and landscapes to social documents and experiments of the avant-garde, illustrate the 1967 APPOINTMENT CALENDAR, to be published by the Junior Council of The Museum of Modern Art on August 1.

John Szarkowski, Director of the Museum's Department of Photography, has written the introduction to this selection of works from before 1850 to the present, acquired for the Photography Collection since 1960. Ansel Adams, Richard Avedon, Henri Cartier-Bresson, Bruce Davidson, Walker Evans, Aaron Siskind and Edward Steichen are among the 55 photographers represented.

Designed by Stephen Maka, the Calendar is 8" square, with a white comb ~~spine~~ binding and an orange and magenta cover. The bright blue envelope makes the Calendar an attractive holiday gift. The book has been designed so that the calendar pages can be removed, leaving the photographs in a permanent bound album. The photographs, both black-and-white and sepia, have been printed in gravure to obtain reproductions of the highest quality.

Each year the illustrations in the Appointment Calendar present a survey of some part of the Museum's extensive collections. The Theater Arts Collection, film stills, posters, sculpture, and drawings and prints have been used in the past.

The price of the 1967 APPOINTMENT CALENDAR is \$2.95, postage 25 cents, plus city and state sales taxes where applicable. A 48-page Christmas brochure illustrating cards, books and other gifts is available for 25 cents, deductible from all orders over \$5.00. Calendars and brochures can be ordered from The Museum of Modern Art, Department Z, P.O. Box 5300, Grand Central Station, New York, N. Y. 10017.

Trade distribution of the 1967 APPOINTMENT CALENDAR is through Doubleday and Company, Inc.

Review copies 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.