

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

No. 100

For Immediate Release

☆
 ARP
 MATISSE
 SHAHN · BREER
 PICASSO
 HIRSHFIELD · LINDNER
 TROVA · VAN GOGH · DALLEGRET
 DERAİN · RAUSCHENBERG
 DE SAINT PHALLE · STEICHEN
 JOHNS · WALKER EVANS · FRASCONI
 LICHTENSTEIN · MAGRITTE
 SOVIK · OLDENBURG · KLIKA · DINE
 GAUGUIN · CARTIER-BRESSON · BRASSAI
 KELLY · NEWMAN · CALDER
 LAANES · O'KEEFFE · BEAL · ROUSSEAU
 ANIMAL SHUFFLEBOOK · SNAP SNAP SNAP
 SATELLITE · PYLONS · KONNECTO
 ATOMIX · FLOAT · HEARTS

CHRISTMAS CATALOGUE FROM THE MUSEUM OF MODERN ART

70 new Christmas cards and distinctive gifts -- constructions, posters reproductions, books, sculpture, design objects -- are shown in color in the 40-page 1972 Christmas Catalogue now available from The Museum of Modern Art. It can be ordered by mail by sending 25 cents to: The Museum of Modern Art, Dept. , 5300 Lenox Hill Station, New York 10021.

More than 20 new cards and constructions, ranging in price from 25 cents to \$1.50, reproduce works in the Museum collections or have been specially commissioned from such artists as Thom Klika, Charles Mingus III, Esther and Christopher Pullman, and Toshihiro Katayama.

1972 Christmas Card Sampler, a selected assortment of 15 new cards and constructions for \$5, includes works by Emile Bernard, Calder, Derain, Carl Laanes, Richard Lindner, Picasso, Harry Soviak, among others.

Special Christmas Card Revue of memorable cards, valued at \$10, now in limited supply and no longer available individually, is specially priced at \$7.50.

LANDSCAPE: the 1973 Appointment Calendar views the landscape through the eyes of some 50 modern artists -- drawings, prints, paintings, photographs by Atget, Braque, Cézanne, Dali, Hopper, Johns, Magritte, Matisse, Monet, Redon, Seurat, Stella, Villon, and many others. Appropriately the Calendar opens with a quotation from Nature, Man and Woman by Alan W. Watts. The illustrations (32 in color) are interspersed throughout so that the dated pages can be removed and the reproductions and text retained as a handsome book. Designed by Carl Laanes, the Calendar is \$3.95.

Four posters from the series of ecological posters, Save Our Planet, that resulted from the concern of leading artists in the U.S., are being offered: Roy Lichtenstein's Save Our Water, Georgia O'Keeffe's Save Our Air, Edward Steichen's Save Our Wilderness, and Ernest Trova's Save Our People: \$10 - \$15 each.

(more)

Fourteen objects are illustrated in the catalogue; among them:

"Equivocations" (\$20), a new acrylic cube design that can be put together in various configurations; by Betty Thomson, creator of the still-popular Multiplications;

Kinetic Circle, a superbly executed sculpture designed for suspension from a lucite display stand or to be worn on the accompanying neckband, signed by the artist, Phyllis Mark, and produced in a limited edition of 100 (\$95);

Snap Snap Snap, a construction system of identical triangular vinyl panels that fasten together to form attractive 3-dimensional structures, designed by Bill Hine (\$8);

Playing Cards -- a unique deck of cards with strong design elements and bold typography, designed by Bruce Blackburn (\$5);

Dog, a delightful paper construction that will enchant both children and adults; designed by Jean Srebnick, Dog is flexible and can stand, sit or lie down (\$3);

Satellite, transparent acetate discs in rich colors that interlock to form a beautiful mobile, designed by Claire Van Vliet (\$2.50);

Hearts, a beautiful sculptural object of two hearts that slot one to another, made of highly polished chrome-plated aluminum, designed by Merle Steir (\$10).

New specially illustrated editions include An Animal Shufflebook with card-like pages that can be rearranged in countless ways to tell different and amusing stories; for children 4 to 8, designed by Richard Hefter and Martin Stephen Moskof (\$3.95); and Flicker Books, a series of four flip books by artists Malcolm Carder, François Dallegret, Roy Grayson, and Liliane Lijn (\$6).

Membership in The Museum of Modern Art makes a distinctive year-long gift that also helps the Museum, and there is a wide selection of categories to choose from. All Museum members receive a 25% discount on items offered in the Catalogue and enjoy many other year-round privileges.

Additional information available from Linda Gordon, Associate Director, or Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 W. 53 St., New York, NY 10019. Phone: (212) 956-2648, -7501

9/1/72