

# The Museum of Modern Art

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

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FOR IMMEDIATE RELEASE

The Museum of Modern Art's 40-page full-color Christmas catalogue is available for 25 cents. This and all other items can be obtained in the Museum's Christmas Shop or by mail from:

The Museum of Modern Art  
5300 Lenox Hill Station  
New York, New York 10021

The Christmas Shop of The Museum of Modern Art is now open at 23 West 53rd Street with a new selection of gift items and a large group of new Christmas cards and constructions which are available only from the Museum.

This year's cards include reproductions of works in the Museum's collections by such artists as Picasso, Matisse, and E. McKnight Kauffer, and commissioned designs by Milton Glaser, Jim Dine, and Carl Laanes, among others. In all, there are nineteen cards from which to choose, ranging in price from 20 cents to \$1 each. The cards are published by the Junior Council of the Museum.

The Christmas Shop features objects represented in the Design Collection of The Museum of Modern Art, and includes many practical items, as well as games, toys, and puzzles. A digital thermometer (\$10) designed by Gene Hurwitt, a letter opener (\$7.50) by Enzo Mari, and a set of desk stamps for correspondence (\$22.50) by Bruno Munari have been added. Other selections new this year are a small portable plastic microscope (\$75) designed by Dr. John McArthur, a stainless steel ashtray (\$9) by Arne Jacobsen, the Hastil fountain pen (\$50) designed by Marco Zanuso, an automatic clear acrylic coin bank (\$5) by Gustave Brown, and the Sinclair Executive calculator (\$79.95) designed by Iain Sinclair. All gifts, from \$3.50 to \$150, are available at the Christmas Shop or by mail.

(more)

The 1975 appointment calendar, entitled On Time, is illustrated with 52 photographs from the Museum's collection, by photographers such as Brassai, Cartier-Bresson, Evans, and Muybridge. Designed by Jon Lopez, the calendar incorporates a working transparent "hourglass" on the cover, and comes in a package suitable for mailing. It is published by the Junior Council of the Museum, and costs \$5.95.

Other gifts available only from the Museum include specially illustrated editions, books, and Christmas gift memberships.

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Additional information available from Michael Boodro, Assistant, or Linda Gordon,  
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