

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 1975 Christmas Shop of The Museum of Modern Art is now open at 23 West 53rd Street with a greatly expanded selection of gift items, 21 new Christmas cards and constructions, and books and specially illustrated editions, all available only from the Museum.

This year's new cards feature reproductions of works in the Museum's collection by Alexander Calder, Jacques Villon, and Richard Hamilton, as well as commissioned designs by Kenneth Grange, Toshiro Katayama, Paul Davis, and Murray Alcosser, among others. The cards range in price from 15 cents to one dollar each and are published by the Museum's Junior Council.

Among the new gift items now available are three objects represented in the Museum's Design Collection: a handmade reproduction of a chess set created in the Bauhaus woodwork shop in 1923 by Josef Hartwig (\$40), a pocket cigarette lighter by Braun North America (\$30), and the Eclisse Lamp, designed by Vico Magistretti, which is adjustable to regulate the amount of light (\$40). Other practical gifts added this year are a set of four stainless steel napkin rings by Svend Jensen of Denmark (\$7.50), a pair of mirror-finished aluminum candle holders designed by Richard J. Lionetti (\$40), and a set of compact stainless steel camper's utensils (\$5.50). New items designed especially for the Museum include a wall calendar (\$10) and sturdy canvas and leather book bags and picture carriers, stamped with the MoMA imprint (\$15 and \$22.50).

There are two new publications by the Museum's Junior Council: Great

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Addresses, a 256-page address book containing photographs of 23 significant residential structures by a diverse group of architects (\$10); and the 1976 Appointment Calendar, As American As.... This year's calendar, designed by Fred Myers, is a celebration of the nation's bicentennial and features 54 illustrations, 32 in full color, of works in the Museum's collection by such artists as Diane Arbus, Charles Eames, Edward Hopper, Jasper Johns, Larry Rivers, Mies van der Rohe, and Jim Dine. It comes packaged in a white carton suitable for mailing and costs \$5.95.

Other gifts available only from the Museum include note cards and paper, toys and puzzles, specially illustrated editions, books, and Christmas gift memberships. Members of The Museum of Modern Art receive a 25% discount on all items priced over one dollar.

8/26/75

Additional information available from Michael Boodro, Assistant, and Linda Gordon, Associate Director, Department of Public Information, The Museum of Modern Art, 11 W. 53 St., New York, NY 10019.

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