

# The Museum of Modern Art

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

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Conventional and unconventional personal, seasonal and holiday greetings in the form of engraved, embossed and printed cards; banners, posters and even flags; and objects of metal and plastic will be on view at The Museum of Modern Art from February 28 through May 8 in an exhibition called simply "GREETINGS!"

Collected over a period of years by Mildred Constantine, Associate Curator of Design of the Department of Architecture and Design, the exhibition includes greetings by 62 artists from 12 countries.

Some of the greetings make an amusing twist on familiar forms: Saul Steinberg's simulated phonograph record is drawn on cardboard and has an equally fake sound track. Bruno Munari's greeting is a transparent envelope filled with blue and red cellophane ribbons, labeled "don't open."

Season's greetings for their own use are included by such famous artists as Josef Albers, Leonard Baskin, Herbert Bayer and Max Bill. Ornella Noorda prints a valentine greeting to her one true love on a handkerchief and Joseph Del Gaudio sends the word Chiao emblazoned on a cotton flag.

Seven sculptured greetings sent by designer Paul Mayen in past years are shown. These small elegant geometric shapes carry hidden printed messages. In some the reflecting surface of the polished metal serves as a mirror in which one reads the message, printed in reverse. Jeanne Miles' Easter greeting consists of a transparent egg on a gilt silver background.

Other artists represented who are usually seen in more durable work include Hans Arp, Max Bill, Mark Tobey, Robert Indiana, Roy Lichtenstein, Ben Shahn, Elaine Lustig Cohen, Saul Bass, and Marian Warzecha.

"The sixty-two artists included in this exhibition have brought together all kinds of attitudes about religion, poetry, politics, sympathy, friendship and love," Miss Constantine says. "Their styles range from the figurative to the abstract; their subjects range from the joyous to the cynical, from straightforward statements to metaphorical images. But they are able to project without ambiguity a touch of human feeling not yet lost amid the tinsel gleam."

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Photographs and additional information available from Elizabeth Shaw, Director, and Lynn Traiger, Assistant Director, Dept. of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. Circle 5-8900.