

# THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

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FOR RELEASE:

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The Museum of Modern Art is offering 29 Christmas cards this year priced from five cents to thirty-five cents now on sale in the Museum lobby or by mail.

New cards include Three Kings, a starkly simple rendering in green, red and blue of the traditional crown symbol for the Magi, designed by Ivan Chermayeff; an elegant green and red abstract design entitled Rite by Alexander Liberman; Ben Shahn's black and white serigraph, "Where the Sword is, the Book is not," beautifully scrolled words of wisdom recalling the Hebrew heritage of the season; and Angelo Lomeo's A Tree in Winter, a photograph of a lovely, lone tree in snow.

Other new selections this year are a green, magenta and red design of playful color interchanges to delight the eye by the young painter Richard Anuskiewicz; Designs for Chessmen, an accordion-fold card reproducing in green pen and ink drawings by Marcel Duchamp, Imaji Takeshi's The Sun, in which black Chinese characters on a green and white background depict the cycle of the winter sun; and a 32-page booklet with the text and music of the old carol "Sweet Was The Song" illustrated with black and white drawings by Shahn.

Among the cards that reproduce paintings from the Museum Collection are: Laughing Gothic, a humorous invocation of a usually somber artistic mode, by Paul Klee, one of the leading artists of the 20th century; April Snow, Salem, a favorite remembrance: the innocence and gaiety of a New England winter in a vibrant water-color, by the American artist Maurice Prandergast; and a bookmark, Color-Rhythm I by the South American Alejandro Otero - a lively and colorful way to keep one's place in Christmas gift books. Christian Rohlf's Three Kings, a woodcut printed in dark red on white, and a serigraph printed in red, yellow and green of Juliet Kepes' Lion M.A., a charming and gently satiric view of the "artist in his studio," are reproductions of works in the Museum Print Collection.

Others reproduced from works in private collections include a luminous pastel of the Flight into Egypt as imagined by Odilon Redon, one of the great precursors of modern art; and Chartres Cathedral by the leading French painter Chaim Soutine, which reveals the majesty and grandeur of a great Gothic cathedral.

Among black and white cards are Ap Sok's Provence, an unusual view of France's much-sung and sunny Provence by the sea; and Saul Steinberg's witty line drawing of Santa Claus Skating, which is being reissued; and photographs of Antoni Gaudi's famous Sagrada Familia Cathedral in Barcelona and Henry Moore's Family Group photographed in the Museum of Modern Art's Sculpture Garden. Ernst Barlach's Angel with a Horn, a drawing reminiscent of Renaissance heralding angels, is a buff color card

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printed in black with a matching envelope.

Although the Museum galleries will close in December for the completion of the current building program, Christmas cards will be available at a temporary book counter on the ground floor.

An illustrated brochure containing an order form is sent free upon request. There is a minimum mail order of 25 cards per title. Museum members are entitled to a 25 percent discount on orders of \$3.00 or more.

The Christmas cards are selected by a committee from the Museum's Junior Council in cooperation with the Museum staff. The Council is made up of about 60 volunteers who organize and direct such special activities as the Museum's Art Lending Service and publication of the annual Appointment Calendar.

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Additional information available from Linda Goldsmith, Department of Public Information, Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. CI 5-8900.