

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

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FOR RELEASE:

Tuesday, December 10, 1963

The Museum of Modern Art Bookstore will remain open during the period from December through mid-May while the Museum galleries are closed for remodeling and building. Temporarily relocated on the first floor at 21 West 53rd Street, the Bookstore will be open Mondays through Saturdays, from 10 a.m. until 6 p.m. (It can be entered through the Whitney Museum, 22 West 54th Street, between 1 p.m. and 5 p.m.).

In stock are more than 100 art publications priced from 25 cents to \$60, Christmas cards, original prints by Altman, Dubuffet, and Reginald Pollack, postcards, and a 1964 Appointment Calendar illustrated with reproductions of posters in the Museum Collection. A new addition is note paper on which is reproduced drawings from the Museum Collection by van Gogh, Klee, Kuniyoshi, Matisse, and Steinberg. Attractively boxed and printed in black on buff color paper, the ten note cards and envelopes are 95 cents a package.

Museum publications range from inexpensive introductory titles, such as What is Modern Painting? at \$1.25 and Art for the Family at \$2.95, to new monographs, Medardo Rosso at \$5.00 by Margaret Scolari Barr, and Hans Hofmann at \$3.50 by William C. Seitz. Other inexpensive gift books are William Tell, drawn by the Swiss artist, Warja Honegger-Lavater (\$3.50), and the traveler's Guide to Modern Art in Europe (\$1.50), both published by the Museum's Junior Council. A Partridge in a Pear Tree illustrated by Ben Shahn (\$1.25), and Matisse "Jazz" with the artist's accompanying text (\$1.25) are also offered.

Christmas suggestions available at the Museum also include such major volumes as The History of Impressionism (\$20) and Post-Impressionism - From van Gogh to Gauguin (\$20), both by John Rewald; Rodin (\$8.50), a scholarly monograph by Albert E. Elsen; and The Drawings of Frank Lloyd Wright (\$15), by Arthur Drexler.

Publications on other art subjects include education, Experiments in Creative Art Teaching by Victor D'Amico; photography, The Photographer and The American Landscape and The Photographs of Jacques Lartigue, both edited by John Szarkowski; and films, Marlene Dietrich - Image and Legend by Richard Griffith.

Museum members are entitled to a 25 percent discount on publications costing \$1 or more and on Christmas card orders of over \$3. The Appointment Calendar is available at a discount when bought in large quantities: 30 percent off on orders of 25 to 99, 40 percent off on 100 to 500, and 50 percent off on 501 to 1000 orders.

Free catalog available on request. Books and cards may be ordered by mail.

Additional information is available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York 19, N.Y. Telephone: Circle 5-8900.

The works of art, which vary greatly in style and media, are selected from some 70 New York galleries, by a committee of the Junior Council, and are approved by a Museum staff committee before being offered to the public. The works in the collection include paintings, drawings, prints, sculpture and photographs, which may be rented at fees ranging from \$5 to \$52 for a two-or-three month period.

And, if the borrower decides that he (or she) cannot part with the borrowed work, it may be purchased at prices ranging from \$125 to \$750.

Though only museum members may borrow or purchase works from the Art Lending Service, the general public may browse through the sixth floor galleries any Tuesday through Saturday from 12:30 to 5:30 p.m. even while the Museum is closed, since the Junior Council volunteers who operate the service will continue as usual.

Additional information available from Lynn Traiger, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York 19, New York. CI 5-8900.