

# The Museum of Modern Art

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

No. 92

FOR RELEASE:

Friday, August 20, 1965

## CHRISTMAS GIFTS FROM THE MUSEUM OF MODERN ART 1965

The Museum of Modern Art is offering twenty-four Christmas cards and a wide selection of gifts for the holiday season this year.

Among the unique gifts this year available exclusively through the Museum is a handsome red, white, and black kaleidoscope entitled FALLING MAN, by the sculptor Ernest Trova. The motif of a falling man appears on the outside and is used inside the kaleidoscope. It is a sophisticated version of a perennially popular toy. \$3.95.

As a special introductory offer, for the first time, two samplers of the Museum's selection of Christmas cards, gift enclosure cards, and paper constructions are available at \$2.95 for 18 pieces and \$3.95 for 23 pieces.

The Christmas cards include seven three-dimensional paper constructions, four of which are new this year. They have been specially designed for the Museum by Richard Anuszkiewicz, John Goodyear, Reginald Neal, and Mac Wells. The new constructions utilize some of the principles of optical art; two use moving parts to achieve these effects. The constructions range in price from 20 cents to \$1.00. The Christmas cards, priced from 10 cents to 35 cents, also include nine new designs by such well-known and varied artists as Alexander Calder, Marc Chagall, Robert Indiana, Paul Klee, and Andy Warhol. Ten gift enclosure cards are available in packages of six for 25 cents. Among the new ones are three graphic designs by Eskimos who are members of the West-Baffin Eskimo Cooperative in Canada.

Three boxes of notepaper, each containing ten notes and envelopes, are available as attractive gifts. An assortment of calligraphic designs by contemporary artists comes in a yellow box, \$1.50. A box of unusual inkless intaglio prints, which are embossed white-on-white designs, is available in a matte black box for \$2.00. A selection of ten full-color lithographs from the Museum collection are \$2.50 in a gray box.

(more)

Twelve large-size full-color postcards from the Museum's Poster Collection are another gift suggestion. Among the artists represented are Jean Dubuffet, Henri Matisse, Joan Miró, Pablo Picasso, and Ben Shahn. The set of twelve is \$1.60.

Once again, the Museum will offer boxed matchbooks, designed by Ivan Chermayeff. The three designs, each in a single vivid color on white ground, are based on Chermayeff's brilliant banners executed for the Museum. The matchbooks are available in sets of 24 for \$1.25 and 48 for \$2.00, packaged in a glossy black box with a clear acetate cover.

The 1966 APPOINTMENT CALENDAR makes a handsome and useful gift. This year the calendar contains 27 illustrations (20 in full color) from the Museum's Theater Arts Collection of designs for theatrical productions. The book is eight inches square and has a yellow gift envelope; it is spiral bound, so that the calendar pages can be removed after use and the illustrations retained as a permanent bound album. The calendar is \$2.95, plus a 25 cent mailing charge.

An attractive gift for children and adults, to be published this Fall, is Warja Honegger-Lavater's illustrated WILLIAM TELL, the second edition of the popular work which has been out of print. This ingenious pictograph uses colorful symbols arranged in a continuous design to narrate the story. The accordion-fold pages are packaged in a blue slip-case. \$3.50. A PARTRIDGE IN A PEAR TREE by Ben Shahn illustrates the famous Christmas carol. \$1.25. Another popular work is the TWELVE FABLES OF AESOP, narrated by Glenway Wescott, with illustrations by Antonio Frasconi. \$1.95.

For the film buff, an appropriate and ingenious gift might be a portfolio of film stills, taken from the Museum's extensive Film Library Collection. THE HORROR FILM: TEN STILLs and D. W. GRIFFITH: TEN STILLs have already been published, and two others which are scheduled for Fall publication are: DIETRICH: TEN STILLs and JOSEPH VON STERNBERG: TEN STILLs. These glossy photographs come in a portfolio with a brief descriptive text. The price for each is \$3.95.

(more)

A very special and thoughtful gift is membership in The Museum of Modern Art. A gift membership is announced by mail with a special card, and is a gift which may be enjoyed by the whole family for the entire year. Members receive two or more Museum publications during the year, depending on the membership category, as well as a 25 per cent discount on all other Museum publications. Additional privileges include unlimited visits to the Museum galleries, use of the Members' Penthouse, use of an art lending service, reservations for film showings, and invitations to special exhibition previews.

The cards and gift suggestions are listed in an illustrated Christmas brochure available in mid-September from The Museum of Modern Art, P.O. Box 5300, Grand Central Station, New York, N. Y. 10017. There is a charge of 25 cents for the brochure which is deductible from all orders over \$5.00. All the cards and gifts may be purchased at the Museum bookstore, 11 West 53rd Street or may be ordered by mail from the order blank included in the brochure.

The cards, annual Appointment Calendar, and notepaper are produced under the auspices of the Junior Council of The Museum of Modern Art.

\*\*\*\*\*

Additional information, samples and photographs available from Elizabeth Shaw, Director, and Patricia Kaplan, Assistant, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N. Y. 10019. Circle 5-8900.