

The Museum of Modern Art

West 53 Street, New York, N.Y. 10019 Tel. 245-3200 Cable: Modernart

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FOR IMMEDIATE RELEASE

Christmas cards and gifts from The Museum of Modern Art are now on sale at three special holiday shops at different locations in the Museum.

Decorated in bright green and yellow, the Christmas Shop at 21 West 53 Street, just west of the main Museum entrance, offers twenty-three cards and constructions that reproduce works in the Museum's collection or were specially commissioned from leading artists. Illustrated booklets and such unusual gifts as a new geometric chess set, available exclusively through the Museum, a kaleidoscope by Ernest Trova and Artists by Artists, the Museum's 1968 Appointment Calendar, are on sale here as well as notepaper and Christmas card samplers.

A new shop at 4 West 54 Street is now selling the cards and gifts, as well as slides, color reproductions and posters. This new shop will also process bulk orders and purchases of the Museum's cards and Appointment Calendar.

All books and the Appointment Calendar will continue to be sold at the Museum Bookstore in the lobby of the Museum at 11 West 53 Street.

Hours for all three shops are: Mondays - Saturdays, 11 a.m. - 5:45 p.m.; Thursdays, 11 a.m. - 8:45 p.m.; and Sundays, 12 noon - 5:45 p.m. The shops are open every day except Christmas day.

A fully illustrated brochure listing all the holiday cards and gifts is available at the shops for 25 cents, deductible from orders over \$5.00.

Samples, photographs and additional information available from Elizabeth Shaw, Director, and Patricia B. Kaplan, Associate, Press Services, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. 245-3200.