

# The Museum of Modern Art

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

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## HOLIDAY CARDS AND GIFTS NOW ON SALE AT THE MUSEUM OF MODERN ART

An intriguing object made of acrylic cubes, a moire-patterned box, the profusely illustrated annual Appointment Calendar, the perennially popular Ernest Trova kaleidoscope, a striking silver wall calendar, a chess set, notepaper, matchbooks, phonograph records, and other gift items are now on sale at three special Christmas shops at the Museum. Twenty-six cards and constructions, either commissioned from leading artists or reproducing works of art in the Museum's collection, are also available this year.

### ADDRESSES AND HOURS OF THE SHOPS:

At 21 West 53 Street, in the lobby of the Museum's offices, all cards and small gift items are now on sale. Posters, large color reproductions, slides, and booklets are sold at 4 West 54 Street, where bulk orders for cards and gifts are processed. The Museum bookstore, at 11 West 53 Street in the main lobby of the Museum, carries all books and many gift items. 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.

All cards, gifts, and books are described in a handsome, fully-illustrated brochure for 25 cents, which is deductible from all orders over \$5.00. The brochure is available at the Museum shops and by mail from: The Museum of Modern Art, Dept. Z, 5300 Lenox Hill Station, New York, N.Y. 10021.

### SPECIAL GIFT ITEMS:

This year for the first time, the Museum is offering designer Betty Thomson's Multiplications. These eight crystalline cubes, joined one to another by hinges of invisible mylar tape, can be set in a virtually infinite number of ways to form beautiful, light-catching, sculptural compositions (\$10.00 with silver-foil gift box). Also new this year are Henry Pearson's Moiratron, a polystyrene box six inches in

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diameter with silk-screen designs that produce moire patterns when the top is turned (\$4.00) and the Italian designer Dario Grossi's shimmering wall calendar. Printed on silvery mirrored plastic sheet, the calendar is partly die-cut and catches every passing reflection; it is an unusual experiment in graphic design and makes a handsome poster (\$3.95).

Once again, the Museum is offering a distinctive chess set, designed by F. Lanier Graham and recently exhibited in a show of new acquisitions to the Museum's Design Collection (\$12.50); the colorful Falling Man kaleidoscope by Ernest Trova with its changing silhouetted figures (\$3.95); gift matchbooks designed by Ivan Chermayeff, based on the Museum's red, ochre, and blue banners (\$1.25 and \$2.00); three kinds of notepaper from contemporary prints in the Museum's collection; handsome portfolios of film stills; posters, reproductions, and a wide variety of books on many subjects.

#### 1969 APPOINTMENT CALENDAR:

Published by the Museum's Junior Council, this year's Calendar explores the creative process of the modern artist and the evolution of his ideas. Its 78 gravure illustrations, including 12 in color, reproduce studies and finished works in the collection and are supplemented by the artists' statements that clarify their approach and illuminate their methods. The introduction is by Bates Lowry, Director of the Museum. The volume was specially produced in Switzerland for the Museum's 40th anniversary, and was designed with a colorful die-cut cover by Marcus Ratliff. After use, the buff-colored calendar pages may be removed from the spiral-bound book, and the illustrations retained. Among the highlights is a gatefold reproduction of Picasso's Guernica with ten studies for it (\$2.95).

#### HOLIDAY CARDS AND CONSTRUCTIONS:

This year's selection of cards and constructions, ranging in price from 10 cents to 75 cents, includes full-color reproductions of works by Chagall, Paul Klee, Victor Vasarely, Ellsworth Kelly, and photographs by Dorothea Lange and Marie Cosindas. Niki de St. Phalle's ebullient Nana, Massimo Vignelli's silver and green Peace Target,

and Robert Indiana's popular Love are among ten cards specially commissioned by the Museum. New constructions this year, which can serve as inexpensive gifts as well as greeting cards, include Paul Harris's Polyhedron, which is easily assembled from a flat card on which "Merry Christmas" is printed in red on green; a 20-page flip book by Jean-Michel Folon, in which an animated Santa Claus emerges; and Carl Laanes's colorful Gold and Frankincense and Myrrh, a strip of heavy paper printed in bright colors on both sides to form a hexagon.

A Christmas card sampler presenting a selected assortment of 20 cards and constructions is \$4.75.

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