

The Museum of Modern Art

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MUSEUM OF MODERN ART OPENS BOOKSTORE 2

The Museum of Modern Art has opened Bookstore 2 at 32 West 53rd Street, and in its first month the new store has already exceeded sales of 1968 Christmas shops. The Museum's main bookstore, located in the Museum's entrance lobby across the street at 11 West 53rd Street, continues to operate.

Bookstore 2 sells all Museum publications as well as selected titles by other publishers, slides, postcards, reproductions, posters, notepaper reproducing works in the Museum collections, and a variety of other items. Located next door to the Donnell Library, the new bookstore's more spacious quarters will hopefully avoid overcrowding during the Christmas rush.

Now featuring a wide assortment of Christmas items, Bookstore 2 has on sale greeting cards by contemporary artists specially commissioned by the Museum's Junior Council; 3-D constructions in paper and plastics, which also serve as Christmas cards or gifts; the 1970 Appointment Calendar printed in fine gravure, illustrated with photographs of selections from the Museum's Design Collection; "Poem Disposables;" and a nine month non-calendar calendar of "Happenings" by Allan Kaprow. Prices for Christmas cards start at ten cents, with members receiving discounts on cards and selected publications. Most of these items are available exclusively in the Museum's two bookstores.

Both bookstores are open from 11:00 a.m. to 5:45 p.m. daily; until 8:45 p.m. on Thursdays; and 12:00 noon to 5:45 p.m. on Sundays.

The combined bookstore sales account for about half the Museum's total book business, the balance coming from sales to nationwide book trade and mail orders.

(more)

In addition, the Museum sells its books overseas through a foreign distributor.

When the Museum of Modern Art opened forty years ago, it had a small counter which sold cards, reproductions and catalogs. In the Museum's second year its first book was published: "Paintings in Paris From American Collections"; now the Museum publishes about twenty books a year.

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Additional information and photographs available from Elizabeth Shaw, Director; and Joan Wiggins, Associate, Press Services; Department of Public Information; Museum of Modern Art; 11 West 53rd Street; New York, N.Y. 10019. (212) 956 - 7501.