

The Museum of Modern Art

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SPECIAL TO ARCHITECTS AND DESIGNERS:

A 1970 Appointment Calendar illustrated with selections from The Museum of Modern Art's world-famous Design Collection is now being sold at the Museum's Christmas Shop and by mail. The Calendar's unbound sheets for each week are held in a polystyrene clip which also serves as a frame for the photographs. Designed by Edward Marson, with both black-and-white and color photographs by Stan Ries, this object-calendar sells for \$6.50.

The Appointment Calendar represents the only published record of the Museum's Design Collection now in print and is the first calendar to document this unique collection. Ranging from a propeller blade and IBM computer control panel to the famous Andersen "chocolate chair" (1964), the objects reflect the concerns and tastes of twentieth-century designers and their public.

In the introduction to the Calendar, Arthur Drexler, Director of the Museum's Department of Architecture and Design, states: "If they were dug out of the desert a thousand years from now, the objects in the Museum's Design Collection would tell archaeologists -- even those from another planet -- something about the people who made, used and treasured then. What the objects have in common is that they were made to serve a purpose; they are not, apparently, ends in themselves, but rather belong to the twentieth-century category, the 'functional'."

Several of the outstanding selections reproduced include: chairs by Marcel Breuer, Eero Saarinen, Charles Eames, and Ludwig Mies van der Rohe; a clock by Bruno Munari; couches by Hector Guimard, Olivier Morgue, and George Nelson; teacups and saucers by Josiah Wedgwood and Josef Albers; and vases by Louis Comfort Tiffany, Paolo Vinini, and Alvar Aalto. Abbreviated caption material is printed on the front of each leaf, and the manufacturers, donors and fuller descriptions are given on the back.

Photographs and additional information available from Elizabeth Shaw, Director, and Linda Gordon, Associate Director, Department of Public Information, The Museum of Modern Art, 11 West 53rd Street, New York, New York, 10019. (212) 956 - 7501, 2648.