

# The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

417  
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The Museum of Modern Art Christmas Shop at 32 West 53 Street will be open daily, including Sundays, through December 24. For the convenience of Christmas shoppers, the hours have been extended for the holiday season.

Unusual and inexpensive gifts include beautiful and intriguing objects, Christmas cards, three dimensional constructions that can double as ornaments or presents, and an appointment calendar which reproduces nudes from the Museum's collection. Among the large selection of Christmas gift books are specially illustrated editions such as My Love by Niki de Saint Phalle, and A Partridge in a Pear Tree and The Cherry Tree Legend, both by Ben Shahn. Little Red Riding Hood, a pictograph with color symbols unfolds to tell a story that has enchanted children and adults for generations.

Snap Snap Snap, designed by Bill Hine, consists of flexible vinyl triangles which snap together at the corners to make endless varieties of forms -- cylindrical, flat, round. Priced at \$8.00 for the set, it comes packaged in a bright red triangular box.

Cards and constructions from 20¢ to \$2 reproduce classic works by artists in the Museum collection -- among them Calder, Matisse and Reinhardt -- while others have been specially commissioned from such artists as Dine, Indiana and Ockerse. Among the constructions that can serve as presents or stocking stuffers are Tom Klika's paper mobile For Love of Rainbows (\$1), and Sydney Butchkes' Compass Rose, a star made of acetate in brilliant colors (also \$1).

Other gifts include posters, kaleidoscopes, The Ball Puzzle, a sculptural object of clear lucite, the puzzle-game Snowflake, and The Jekyll Glass, a glittering paper-weight, wall or table object that reflects bizarre and often witty fun-house images.

Among the wide range of art books available are books published by the Museum including such recent titles as Walker Evans, Portrait of Picasso and E.J. Bellocq: Storyville Portraits.

The Christmas Shop also offers a selection of original works of art including

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signed and numbered colored lithographs by Robert Indiana and Roy Lichtenstein.

The limited editions range in price from \$50.00 to \$400.00

The Christmas Shop is open seven days a week: from 10 to 5:45 on Tuesday, Wednesday, Friday, and Saturday; from 10 to 8:45 on Monday at Thursday, and from noon to 5:45 on Sunday. The Museum's other shop just inside the main Museum entrance continues to be open during regular Museum hours.

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

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## 1971 CHRISTMAS CATALOGUE

### OF THE MUSEUM OF MODERN ART

An illustrated, full-color, 40-page catalogue presenting new cards and constructions, original graphics and sculpture, design objects, books, reproductions, and a wide selection of distinctive gifts from The Museum of Modern Art is now available. Cards and constructions -- 20 cents to \$2 -- reproduce classic works by artists in the Museum collection. Others have been specially commissioned from such artists as Jim Dine and Sydney Butchkes. Gifts ranging from \$2 to \$400 include Nudes: 1972 Appointment Calendar; a special edition of Playplax; original signed and numbered color lithographs by Robert Indiana and Roy Lichtenstein; The Ball Puzzle, Charles Perry's exquisite lucite object; illustrated gift books by Ben Shahn, David Hockney, and Niki de Saint Phalle; and the Ernest Trova Kaleidoscope, an unusual version of a classic toy.

The 1971 Christmas catalogue is available by mail by sending 25 cents to: The Museum of Modern Art, Dept. Z, 5300 Lenox Hill Station, New York, New York 10021.

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