

The Museum of Modern Art

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

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FOR RELEASE:

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Opening: Tuesday, November 21
6:15 - 8:30

Press invited: Phone: 956-7501

THE MUSEUM OF MODERN ART CELEBRATES OPENING OF NEW BOOKSTORE

Artists, publishers, designers, authors, and other friends of the Museum's Publications Department attended the celebration last night officially opening the new Museum of Modern Art Bookstore 2.

The new Bookstore is located next door to the Museum on the first floor of 23 West 53 Street in the former Theater Guild building, which the Museum has owned for many years. Designed by architects Thomas Lowrie and Abraham Rothenberg in consultation with the Museum Bookstore staff, the handsome architectural elements of the original building have been retained and the facade remains unchanged. The interior offers better display and selling space than the old Bookstore 2 and promises pleasant room for browsing. With 2400 square feet, the new store is doubled in size.

In addition to art books from the Museum and other publishers, posters, color reproductions, and cards, the new Bookstore 2 in its expanded quarters carries many new games, puzzles, original works in limited editions, frames, and design objects. Housing the Museum's 1972 Christmas Shop, the store also sells numerous new Christmas cards -- some especially commissioned, others illustrated with works in the Museum's Collections; Landscape, the Museum's 1973 Appointment Calendar; constructions; a new object/puzzle by Betty Thomson (creator of Multi-plications); playing cards; and a large variety of other gifts.

Bookstore 2 is open for the holiday season from 10:30 am to 5:45 pm, Mondays and Thursdays until 8:45 pm, and Sundays from 12 noon to 5:45 pm.

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Bookstore 2 first opened in rented space across the street from the Museum in 1969, when the bookstore in the Museum Lobby proved inadequate in size. The Lobby Bookstore continues to sell art books, slides, small color reproductions, and post cards.

Marna Thoma is Business Manager and Katharine Shemeld, Manager of the Museum Bookstores.

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