

The Museum of Modern Art

NO. 69
FOR IMMEDIATE RELEASE

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

THE MUSEUM OF MODERN ART'S

1976-77 GIFT CATALOG

More than 140 original cards and distinctive gifts are illustrated in a 40-page full-color catalog: cards and constructions reproducing works in the Museum Collection or specially commissioned; Rooms, the 1977 Appointment Calendar; wall calendars; objects represented in the Museum's own Design Collection; an address book; framed and mounted posters and reproductions; notepaper; frames; books and specially illustrated editions; jewelry; special gift assortments. Also available are gift memberships to the Museum, which entitle the recipient to a substantial discount on the purchase of most items in the Gift Catalog. Prices range from 25¢ to \$300.

The 1976-77 Gift Catalog is available in Museum Bookstore 2, 23 W 53 St. for 50¢, or by mail by sending \$1.00 to The Museum of Modern Art, 5300 Lenox Hill Station, New York, NY 10021.

MORE THAN A DOZEN OBJECTS REPRESENTED IN THE MUSEUM'S DESIGN COLLECTION including

Thesi Ballpoint Pen designed by Marco Zanuso, \$25.

Coffee Grinder by Braun North America, \$25.

Carafe Kettle by Chemex, \$25.

Salt and Pepper Grinder designed by Enzo Mari, \$20.

Bathroom and Kitchen Scales designed by Marco Zanuso, \$35 and \$17 respectively.

"Museum" Clock designed by Nathan George Horwitt, \$45.

Nesso Lamp designed by Gruppo Architetti Urbanisti Citta Nuova, \$125.

New Compact Cameras designed by Paul D. Miller for GAF Corporation, \$20.95 to \$89.95.

CHILDREN'S GIFTS including

Alphablocks by The Schoolhouse, \$22.

Anno's Alphabet: An Adventure in Imagination by Mitsumasa Anno, \$6.95.

Story Number 1 for Children under Three Years of Age and

Story Number 3 for Children over Three Years of Age by Eugene Ionesco, \$5.95 each.

Child's Chair designed by Marco Zanuso and Richard Sapper, \$25.

1977 APPOINTMENT CALENDAR

Rooms -- 54 interiors in the Museum's collection of painting and sculpture, drawings, prints, architecture, design, photography and film have been reproduced in this handsome calendar. Among the artists represented are Arbus, Atget, Chagall, Ernst, Giacometti, van Gogh, Matisse, Mies van der Rohe, Picasso, Rietveld and Toulouse-Lautrec. 112 pages; 54 illustrations (28 in color). \$5.95.

PACKAGED GIFT SELECTIONS

1) The Museum "*Book Bag*," a canvas and leather tote, containing the Appointment Calendar, address book, notepaper, three brass bookmarks, Portrait of Picasso by Roland Penrose, Dedalino Pencil Holder, Trovascope and paper sculpture by William King. \$50 (if items purchased separately, \$69.95).

2) The Museum "*Picture Carrier*," a larger version of the Book Bag, filled with the Appointment Calendar, address book, notepaper, kinetic wire sculpture, *Thesi Ballpoint Pen*, Braun Coffee Grinder, Trovascope and History of Impressionism by John Rewald. \$100 (if items purchased separately, \$134.85).

AUGUST 1976

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