

# The Museum of Modern Art

1 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

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FOR RELEASE:

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A special shop for sales of color slides, film stills, black and white postcards, greeting cards, posters, and large color reproductions of works in The Museum of Modern Art Collection has opened on the ground floor of the Museum annex at 21 West 53 Street, just west of the main entrance.

Museum of Modern Art books and art books of other publishers continue to be sold in the Bookstore in the Main Lobby at 11 West 53 Street.

The hours of the new shop are the same as those of the main Bookstore: daily from 11 a.m. to 5:45 p.m., Thursdays till 8:45 p.m., and Sundays noon till 5:45 p.m.

There are approximately 240 color slides of works in the Museum Collection available for \$1.25 each. All the slides are 2x2" (35mm), mounted on glass and set in plastic. Their titles are displayed in a vitrine. Museum members receive a 25 per cent discount with purchases of four or more slides.

The 20 black and white postcards, illustrated with works in the Museum's Photography, Film and Design Collections, are five cents each. Included are photographs by Walker Evans, André Kertész, Dorothea Lange, and Edward Steichen; and film stills of Charlie Chaplin in MODERN TIMES, Buster Keaton in PALEFACE, Mae West in SHE DONE HIM WRONG, and Greta Garbo and Robert Taylor in CAMILLE.

The film still sets are from the Museum film series of Marlene Dietrich, Josef von Sternberg, D. W. Griffith, and the Horror Films. Each set of ten 8x10" black and white glossy prints sells for \$3.95 (\$2.96 to Museum members).

The large color reproductions of works in the Museum Collection available in the shop for \$1.50 to \$16 include such well-known paintings as Cézanne's PINES AND ROCKS, Picasso's GUERNICA, Tchelitchew's HIDE-AND-SEEK, and Wyeth's CHRISTINA'S WORLD.

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The greeting cards in the shop are illustrated by Calder, Anuszkiewicz, Jasper Johns, Mon Levinson and Robert Indiana, among others. The cards contain no greetings on the inside and are priced from 10 cents to \$1.

Large posters made for two Museum painting exhibitions also are sold in the shop: one for the recent Robert Motherwell retrospective, illustrated by ELEGY TO THE SPANISH REPUBLIC, NO. 54, is available for \$1.95; the other for the current René Magritte show reproduces THE IDOL and sells for \$2.

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Additional information available from Elizabeth Shaw, Director, and Linda Gordon, Assistant, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. Circle 5-8900.