



# The Museum of Modern Art

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

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FOR IMMEDIATE RELEASE

## THE MUSEUM OF MODERN ART CHRISTMAS SHOP OPENS FIFTH SEASON

The Christmas Shop of The Museum of Modern Art has opened its fifth season.

Located at 32 West 53 Street, across the street from the Museum, the Shop is open Monday through Saturday from 11 a.m. to 5:45 p.m. and Sunday from 12 noon to 6 p.m.

Cards reproducing works in the Museum collection or specially commissioned works by contemporary artists, a 1971 appointment calendar, posters, objects, records, original prints, games, reproductions, and books are among the many items available in the Shop.

New Christmas cards include Henri Matisse's gouache and cutout design for "Nuit de Noël," a photograph of the Museum's Sculpture Garden in winter by André Kertész, a full-color reproduction of a collage by Kurt Schwitters, Alexander Calder's delightful "Slanting Red Nose," and Paul Klee's water-color "Flowers in the Wind." The cards and constructions are priced from 20¢ to 40¢. A Christmas Card Sampler of 18 assorted cards is available for \$4.75.

The 1971 Museum of Modern Art Appointment Calendar is illustrated with work by a wide range of modern artists who, in a variety of styles and mediums, have exploited the possibilities of using only black and white. Among the artists represented are Albers, Arp, Indiana, Johns, Miró, Picasso, Pollock, and Rauschenberg, among others. The price of the 1971 Calendar is \$3.95.

Among the new gift items are three new decorative and entertaining objects: Ernst Lurker's "Triangulations" -- a set of black and white polystyrene triangles connected by levers which can be shifted and rotated to form innumerable symmetrical and asymmetrical

designs (\$15); Charles O. Perry's "The Ball Puzzle" -- a fascinating and beautiful clear lucite sphere composed of six interlocking segments (\$15); and Robert Breer's "Float" -- an amusing kinetic sculpture which is battery-powered and creeps about at a snail's pace (\$7.95, or two for \$15).

Other new selections include a portfolio of three full-color reproductions of Claude Monet's triptych "Water Lilies" (\$25), a new deluxe edition (slip-cased) of Edward Steichen's classic "The Family of Man" (\$25), and "Planetary Folklore Participations No. 1", a limited edition object designed by Victor Vasarely (\$500).

Also available in the Christmas Shop are many old favorites including Ernest Trova's "Falling Man Kaleidoscope" (\$3.95) and Betty Thomson's "Multiplications" (\$12.50).

Memberships to the Museum at \$20 and up (\$10 for students) make thoughtful gifts and help support the Museum and its activities. Members receive a 25o/o discount on all books and other items issued by the Museum and on all other purchases over \$9.95.

An illustrated catalog of the Christmas cards and gifts from the Museum is available for 25 cents. Mail orders for the catalog should be sent to The Museum of Modern Art, Box 5300, Lenox Hill Station, New York, New York 10021.

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Additional information available from Linda Gordon, Associate Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, New York 10019. Telephone (212) 956-2648