

THE MAGIC OF VASARELY
AN ORIGINAL SOUVENIR UNESCO / MAN AND HIS WORLD

One must be a magician to allow such eccentricity: charging only \$10 for a work of art by an artist as famous as Vasarely.

For this name is found in all of the modern art museums in the world. Vasarely has also created two foundations -- one in New York City, the other in Aix-en-Provence in France.

Vasarely's paintings sell at astronomical prices. Five years ago, his lowest priced painting went for \$14,000.

So when Vasarely accepted the suggestion that one of his celebrated works be reproduced on cushions so UNESCO might sell them as a benefit, no wonder they said that Vasarely's gift was extraordinary.

Using a revolutionary printing technique, the magic cushion is produced in France. Made of satin polyester, it is machine washable, and will only be sold during the Man and His World season.

An air cushion, it regains its shape when blown up making it not only a beautiful but a practical gift.