

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 245-3200 Cable: Modernart

No. 58
FOR RELEASE:
Wednesday, June 26, 1968

PRESS PREVIEW:
Tuesday, June 25, 1968
1 - 4 P.M.

Fourteen recent Czech and Polish posters, selected from a much larger group acquired in the past few months, will be on view at The Museum of Modern Art from June 26 throughout the summer. Added to the Museum's collection of more than 2,000 examples of graphic design, this sampling from the new Czech and Polish posters includes work by eight artists selected by Arthur Drexler, Director of the Department of Architecture and Design, and installed by John Garrigan, Assistant Curator.

"The posters of Poland and Czechoslovakia retain a distinct cultural flavor in an increasingly international graphic language of advertising and publicity," states Mr. Garrigan. "A direct, often romantic expression which characterizes much of their poster art derives from a rich tradition of book illustration and folk art. Within an economic system which provides little opportunity for commercial application, the postwar resurgence of the Czech and Polish poster is one aspect of the burst of cultural activity. The greater part of the total poster production is directed toward publicizing events: the theatre, films, and exhibitions. Their evocative nature allows the designer freedom of personal expression and an opportunity to explore the graphic form which best expresses the spirit of an event."

Recent Czech and Polish Posters is among over 35 poster exhibitions to be shown at the Museum since 1933, when a show selected from a poster competition was presented. This fall, the Museum will publish WORD AND IMAGE, a major book devoted to the Graphic Design Collection. The illustrative material was selected by Mildred Constantine, Associate Curator of Graphic Design, and the essay is by Alan M. Fern, Assistant Chief Division of Prints and Photographs, The Library of Congress.

Photographs and additional information available from Elizabeth Shaw, Director, Department of Public Information, and Patricia Bauman, Associate, Press Services, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. 245-3200.

RECENT CZECH AND POLISH POSTERS

June 26 - Summer, 1968

Wall Label

The posters of Poland and Czechoslovakia retain a distinct cultural flavor in an increasingly international graphic language of advertising and publicity. A direct, often romantic expression which characterizes much of their poster art derives from a rich tradition of book illustration and folk art. This selection indicates the cultural vitality and some of the themes and graphic ideas in Czech and Polish posters over the past four years.

A new generation of designers has enlivened and expanded the inherited vocabulary with a more sophisticated imagery. The traditional painterly expression has been joined by, and often combined with, an inventive use of photography and typography. The photograph, in particular, has been successfully integrated into the idiom without producing a "photographic poster".

Within an economic system which provides little opportunity for commercial application, the postwar resurgence of the Czech and Polish poster is one aspect of the burst of cultural activity. The greater part of the total poster production is directed toward publicizing events: the theatre, films, and exhibitions. Their evocative nature allows the designer freedom of personal expression and an opportunity to explore the graphic form which best expresses the spirit of an event.

RECENT CZECH AND POLISH POSTERS

June 26 - Summer, 1968

Checklist

CIESLEWICZ, Roman. Poland.

Dallapiccola Wiezién (The Prisoner)

The Warsaw Opera. 1962.

Głos Z Tamtego 'Swiata (A Voice from the Other World)

Polish film. 1967.

Igraski Milosne (Love Games)

French film. 1963.

DUDA. Czechoslovakia.

Když Komedie Byla Králem (When Comedy was King)

American film. 1965.

HILMAR, Jiri. Czechoslovakia.

Módní Prěhlídka Jaro-Léto (Spring Fashion Show)

1964.

KOSINSKI. Poland.

Romulus Wielki (Romulus the Great)

The Dramatic Theatre of Poland. 1966.

LENICA, Jan. Poland.

Der Schatten (The Shadow)

Polish film. 1966.

Der Soldat (The Soldier)

French film. 1966.

Wozzeck

1964.

Kordian

Polish National Theatre. 1965.

Faust.

1964

TEISSIG, Karel. Czechoslovakia.

Těžká Léta (The Difficult Years)
Italian film. 1967.

VACA, Karel. Czechoslovakia.

Ro Go Pa G
Italian film. 1963.

ZIEGLER, Zdenek. Czechoslovakia.

Ukradena Vzducholod (The Stolen Airship)
Czech film. 1967.

Svedena A Opustena (Seduced and Abandoned)
Italian film. 1965.

Collection: The Museum of Modern Art
Given by the artists

* * * * *