

The Museum of Modern Art

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HOLIDAY POSTER SALE AT THE MUSEUM OF MODERN ART

Posters in the Penthouse, a holiday exhibition and sale presented by the Art Lending Service of The Museum of Modern Art contains 50 works dating from 1887 to 1974. The exhibition will be on view from December 12 through mid-February and the majority of the works are for sale, either framed or unframed, ranging in price from \$5 to \$3,500. Posters in the Penthouse has been made possible by a grant from Blue Nun Wine and is open to the public daily from 3:00 to 5:30.

Besides a large number of contemporary works, the exhibition features posters in both Art Nouveau and Art Deco styles. The earliest work is a large lithographed poster by Eugene Grasset for the Librarie Romantique. Also included are works by Jules Cheret, the first modern poster designer, and Alfons Mucha, perhaps the most famous designer of the period. The American Art Nouveau designers Edward Penfield and Louis Rhead are represented by series of posters done for American periodicals, which were eagerly sought after by collectors in the late 19th century.

Among the modern works featured are exhibition posters by Will Barnet and Jean Tinguely, posters done for the St. Louis Symphony by Saul Steinberg and Ernest Trova, and posters for the 1972 Olympics by Arakawa and Tom Wesselmann. One poster by Peter Blake is offset lithographed on metal, and another by Pavlo, Confetti Tree, is made of heat-sealed vinyl filled with confetti. Other artists represented are Robert Rauschenberg, Milton Glaser, and Jean Michel Folon.

The posters, many of which are represented in the Museum's own collection, have been selected and installed by John Garrigan, formerly Assistant Curator of Graphic Design at the Museum.

The Art Lending Service was established in 1951 to help Museum members collect modern art. Selections are made for the service from more than 100 galleries and studios. Rental fees ranging from \$10 to \$100 are deducted from the purchase price if the borrower decides to buy when the rental period (two to three months) is over.

Additional information available from Michael Boodro, Assistant, and Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 W. 53 St., New York, NY 10019. Phone: (212) 956-7504; 7501.
