

The Museum of Modern Art

To Editors

From Elizabeth Shaw, Director
Department of Public Information

Date August 2, 1976

Re Flag Show

The results of the first nation-wide general competition for new flag designs will open its tour at The Museum of Modern Art September 11. The exhibition, New Glory, New Designs for Flags, consists of 25 flags, each five feet high. On view at the Museum through October 24, it will be installed in the Philip L. Goodwin Galleries by Arthur Drexler, Director of the Museum's Department of Architecture and Design and one of the judges of the competition. Other members of the jury were Dr. David Scott, National Gallery of Art; Dr. Whitney Smith, Director, Flag Research Center, Winchester, Massachusetts; and Paul Chadbourne Mills, Director, Santa Barbara Museum, who organized the entire flag project with the aid of an NEA grant.

New Glory, New Designs for Flags will travel across the country under the auspices of the Smithsonian Institution Traveling Exhibition Service (SITES). Earlier, as part of the same project, an historical survey of Colonial and Revolutionary Flags was circulated.

The winning designers and the subject of their flags are:

| <u>Name</u> | <u>Subject</u> | <u>City and State</u> |
|---------------------|---------------------|-----------------------|
| Altabe, Joan | State of Alaska | Long Beach, NY |
| Bott, Donna L. | City of Pittsburgh | Pittsburgh, PA |
| Geiger, Terrence A. | State of Washington | Seattle, WA |

(more)

| | | |
|------------------------|---|-------------------|
| Grahl-Madsen, Atle | State of Connecticut | Bergen, Norway |
| Heffernan, Steve | U.S. Postal Service | Richmond, VA |
| Huff, Gary | National Audubon Society | Richmond, VA |
| Juravich, Daniel | City of Rome, NY | Rome, NY |
| Lann, Virginia | Veteran's Administration | Richmond, VA |
| Levy, Paul | City of Cambridge | Cambridge, MA |
| Martin, Nancy Jane | Pittsburgh Coastal Guard | Pittsburgh, PA |
| Morgan, Gary | Audubon Society | Northridge, CA |
| Muller, Jean-Claude | State of Oregon | Temple City, CA |
| McKee, Richard J. | Grand Rapids, Michigan Art Museum | Highland, MI |
| Notarbartolo, Albert | Moon Residents | New York, NY |
| Robinson, Leslie | Virginia State | Richmond, VA |
| Rudy, Gene | Virginia Museum of Fine Arts | Richmond, VA |
| Rudy, Gene | City of Roanoke, Virginia | Richmond, VA |
| Ryan, Jean | Congress of Racial Equality | Northridge, CA |
| Ryan, Terry | Philosophical Society of Ohio at Cincinnati | Richmond, VA |
| Seitz, Peter | American Indian Movement | Minneapolis, MN |
| Spagnolo, Joanne | Bureau of Indian Affairs | Pittsburgh, PA |
| Stewart, George | Paiute Indian Tribe | Minden, NV |
| Strunk, Jan | City of Nantucket, Mass. | Mequon, WI |
| Wasserman, Arnold Saul | California Design | Santa Barbara, CA |
| Williams, Sally | Pocahontas State Park, Chesterfield County, VA | Chester, VA |

 July 1976

Color slides, black-and-white photographs and additional material available from Elizabeth Shaw, Director, and Michael Boodro, Assistant, Department of Public Information, The Museum of Modern Art, 11 W. 53 St., NY 10019. Phone: (212) 956-7501; 7504.

WINNERS OF FLAG COMPETITION ON VIEW AT THE MUSEUM OF MODERN ART

"New Glory: 25 New Flag Designs," the winners of the first major national flag competition, will be on public view for the first time at The Museum of Modern Art from September 11 through October 24, 1976. The 25 flags, each five feet high, have been installed in the Museum's second floor Goodwin Galleries by Arthur Drexler, Director of the Department of Architecture and Design, one of the judges of the competition.

The subjects of the winning flags are diverse, states--Alaska, Connecticut--and cities--Pittsburgh, Cambridge, and Roanoke--are represented as well as agencies such as the U.S. Postal Service, the Veteran's Administration, and the Bureau of Indian Affairs. Two are for the National Audubon Society, two for art museums, and one for future residents of the moon. The flags range from the use of highly abstract symbols to representational images. The moon flag depicts the changing phases of the moon in white against black, the flag for Oregon features green, blue, and white triangles symbolizing the forest, ocean, and lakes of the state, and the flag for Nantucket portrays a sailboat silhouetted against the evening sun. The Postal Service flag is a star and "cancelled" stripes.

The winning designs were selected from 1000 entries in the "New Glory" competition, organized by Paul Chadbourne Mills, Director of the Santa Barbara Museum of Art, with the aid of a grant from the National Endowment for the Arts. Mills has also written the essay in the catalogue which accompanies the show.*

The aim of the competition was to inspire a higher level of design for flags, which Mills feels too often "...defy principles of heraldry, design, legibility and manufacture by plunking small, complex and characterless 'seals' in the midst of dark blank fields." Entry forms were sent to artists and designers throughout the country, and preliminary judging was held at four regional centers. The final selection was

*NEW GLORY: 25 NEW FLAG DESIGNS by Paul Chadbourne Mills. 20 pages, plus 8 pages illustrating all the flags in color. \$2.50. Available in The Museum of Modern Art's bookstores.

made at the National Gallery of Art in Washington, D.C. In addition to Arthur Drexler and Paul Mills, the national jurors were Dr. David Scott, Planning Consultant of the National Gallery of Art, and Dr. Whitney Smith, Director of the Flag Research Center in Winchester, Massachusetts.

All of the agencies which were the subjects of winning designs are being encouraged to adopt these flags either officially or as special Bicentennial flags. Additional information on how to do this can be obtained from the New Glory Project, Santa Barbara Museum.

The exhibition is being circulated throughout the country under the auspices of Smithsonian Traveling Exhibition Service (SITES).

September 1976

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