

The Museum of Modern Art

PUBLICATION TO ACCOMPANY THE MODERN POSTER

The catalogue accompanying the exhibition THE MODERN POSTER, on view at The Museum of Modern Art from June 6 to September 6, 1988, is a comprehensive study of poster art from its beginnings one hundred years ago to the present. Written by Stuart Wrede, director of the Museum's Department of Architecture and Design and organizer of the exhibition, The Modern Poster explores the position of the medium at the junction of the fine and applied arts, of culture and commerce.

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In his essay, Mr. Wrede discusses the interaction between design and fine art in terms of all the principal styles and movements of the modern period. He also outlines the evolution of the cultural and aesthetic development of the poster medium. Prominent among the more than 300 posters and 230 designers featured are such well-known figures as Henri de Toulouse-Lautrec, The Beggarstiffs, Ludwig Hohlwein, Lucian Bernhard, A.M. Cassandre, El Lissitzky, Alexander Rodchenko, Herbert Bayer, Victor Moscoso, Tadanori Yokoo, and Niklaus Troxler. A bibliography and an index of the illustrations complete the volume.

Published by The Museum of Modern Art, The Modern Poster is 264 pages long and is lavishly illustrated with 301 color plates and 37 black-and-white illustrations. The clothbound (\$50.00) and paperbound (\$25.00) volumes are available in The Museum store. The clothbound version is also distributed by New York Graphic Society Books/Little, Brown and Company, Boston.

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