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THE MUSEUM OF MODERN ART

FOR WEDNESDAY RELEASE

11 WEST 53 STREET, NEW YORK 19, N. Y.

NEW POSTERS FROM 15 COUNTRIES TO BE SHOWN AT MUSEUM

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Post-war poster design and its recent international development will be well represented in an exhibition of more than 50 posters, assembled by Mildred Constantine for the Department of Circulating Exhibitions, to open on October 12 at the Museum of Modern Art, 11 West 53 Street. Representing work from 15 countries, the show will remain on view in the Auditorium Gallery through November 20, and thereafter will circulate in a condensed version throughout the country. No commercial advertising posters are to be included in the exhibition, which was assembled, rather, to show the use of the poster as another means of communication to project ideas.

The war helped to prove that the poster was a persuasive medium of propaganda throughout the world, and this show will demonstrate the resulting present-day uses in lively and striking designs to attract public attention. Countries such as Czechoslovakia, Poland and Israel have emerged in the post-war period as leaders in the production of good modern posters, and German posters, both from the Military Government and individual sources stand out as superior to pre-war posters. England and Switzerland have maintained the excellent quality of design for which their posters have been noted for some years, with indications, particularly in England, of an ever-increasing use of well designed posters. Yet in certain countries, notably in France which was one of the countries leading the field prior to the war, there has been a decline in the design and production of good posters.

Subjects of the posters include many kinds of propaganda such as a Czech protest against the black market, a British appeal to help DPs, a C.I.O. poster against discrimination. Health and safety posters include an outstanding English series issued by the Royal Society for Prevention of Accidents and 2 posters from Puerto Rico which differ from all the other examples in that they make use of folk art. Other subjects include travel, theatre, and special art exhibitions the posters for which are executed by the exhibiting artists.

Among the artists represented are the painters Shahn, Miro and Dubuffet and the American poster designers Carlu and Kauffer, the English Games and Zero, the Swiss Erni. There are some excellent examples in the American group which is particularly interesting in that it includes numerous newcomers and lesser known names. Much new talent also appears from abroad.