

THE MUSEUM OF MODERN ART

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

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FOR WEDNESDAY RELEASE

EXHIBITION OF SWISS POSTERS TO SIMULATE STREET DISPLAY IN SWITZERLAND

An exhibition of SWISS POSTERS, especially arranged to show how this art form is used in Switzerland as a considerable force in everyday life, will be on view at the Museum of Modern Art, 11 West 53 Street, from January 31 through March 18 in the Auditorium Gallery.

Approximately 40 different posters advertising books, clothes or household articles, and urging travel, charity donations or attendance at exhibitions will be displayed. The installation will simulate a Swiss street display, with 4 typical free-standing telephone boxes plastered with posters. Walls will show identical posters pasted side by side to make a repeat pattern, as is done on billboards in Switzerland where standards for size and display are regulated.

In style the posters range from surrealist to straight illustration. Mostly prize-winners in Switzerland, they were designed by a number of modern Swiss masters of poster design including: Donald Brun, Hans Erni, Herbert Leupin, Richard Lohse and Carlo Vivarelli. Several early 20th-century examples will be included so that the visitor can trace the development of the modern Swiss poster.

The posters were selected from a traveling exhibition of "Pro Helvetia," a Swiss government institution, and were brought to this country through the generosity of Mr. Willard B. Golovin of New York. Some posters from the Museum Collection will also be included. Much of the material will be shown in other cities later this year by the American Federation of Arts.

Preview and Luncheon to Open Swiss Poster Exhibition

A special preview and dedicatory luncheon will be given by the Museum of Modern Art on Tuesday, January 30, to mark the opening of the exhibition of SWISS POSTERS.

Among the invited guests are: Dr. Fred GyaX, Swiss Consul General; Mr. Jean Frédéric Wagnière, Swiss observer to the U.N., and Dr. Paul Thorin, President of the Swiss Society of New York. Mr. Willard B. Golovin will introduce the the Swiss representatives.

NOTE: PRESS CAMERAMEN MAY PHOTOGRAPH THE OFFICIAL GUESTS IN THE AUDITORIUM GALLERY BETWEEN 11 AND 12:30 ON JANUARY 30.