

# The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

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**LETTERING BY MODERN ARTISTS** by Mildred Constantine. 35 pages. 43 illustrations, ten in color. \$2.50 paperbound. Published by The Museum of Modern Art, distributed by Doubleday and Co., Inc.

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**LETTERING BY MODERN ARTISTS**, by Mildred Constantine, Associate Curator of Graphic Design at The Museum of Modern Art in New York, will be published by the Museum on December 4. The 35-page book contains 43 illustrations, ten in color.

"The varied use of hand lettering by modern artists and designers," Miss Constantine says, "can be seen in posters, books, bookbindings, advertisements, signs, and prints and drawings, as well as in painting and sculpture. Their concern has been with exploiting the recognizable structure of letters and words. They are also concerned with the abstract form which absorbs and eliminates the words. Their approaches are as meaningful as were those of the Cubists whose incorporation of readable letter forms balanced otherwise 'unreadable' subjects. The handwritten compositions produced by artists in the last two decades, on the other hand, may be reactions against the atmosphere of automation."

The many illustrations, annotated by Miss Constantine, include the pictorial word forms in poems by Guillaume Apollinaire, a child-like drawing for a poster by Picasso, the staccato rhythms of Ben Shahn's letters in the "Sacco-Vanzetti Letter," Paul Klee's transcription of a Chinese poem, Mark Tobey's "white writing" and Chryssa's sculptured poster in neon tubes, among others.

**LETTERING BY MODERN ARTISTS**, which is based on the 1962-63 Museum exhibition, "Lettering by Hand," and the enlarged version later prepared for the Museum's International Program, is available at the Museum Bookstore or by mail for \$2.50 plus 25 cents postage charge, and is distributed nationally by Doubleday and Co., Inc.

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Photographs and additional information available from Linda Goldsmith, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N. Y. 10019. Circle 5-8900.