

The Museum of Modern Art

STUART WREDE

Stuart Wrede, who organized THE MODERN POSTER exhibition, has been director of the Department of Architecture and Design of The Museum of Modern Art since March 1988. Mr. Wrede first joined the department as curator of architecture and design in September 1985 and was appointed acting director upon the death of longtime director Arthur Drexler in January 1987.

Prior to THE MODERN POSTER, Mr. Wrede organized the MARIO BOTTA (1986) exhibition, the second in the Gerald D. Hines Interests Architecture Program at The Museum of Modern Art, which was accompanied by a catalogue; and LE CORBUSIER: 5 PROJECTS (1987), commemorating the centennial of the architect's birth. Mr. Wrede first became affiliated with the Museum in 1978 when he was guest curator of the exhibition THE ARCHITECTURE OF ERIK GUNNAR ASPLUND.

Previously, Mr. Wrede was director of the Oregon School of Design in Portland. Since 1977 he has taught at several universities, including the graduate schools of architecture of Columbia University, Yale University, and Massachusetts Institute of Technology. In 1975-76 he was a visiting fellow at the Institute for Architecture and Urban Studies in New York. A registered architect, Mr. Wrede has also maintained an architectural practice.

The author of The Architecture of Erik Gunnar Asplund, published by MIT Press in 1980, Mr. Wrede has also translated the writings of Alvar Aalto, published under the title Sketches by MIT Press in 1978. In addition, he has published a number of scholarly articles on Asplund, Aalto, and Nordic classicism in various architectural journals. He has been the recipient of grants from the Graham Foundation and the American Scandinavian Foundation.

- more -

The Museum of Modern Art

- 2 -

Born in 1944 in Helsinki, Finland, Stuart Wrede came to the United States in 1957. He received a bachelor of arts degree in 1965 and a masters of architecture in 1970, both from Yale University. While at Yale he was an editor of Perspecta 12, the Yale architectural journal.

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.

No. 55

May 1988

The exhibition and publication have been made possible by a generous grant from The May Department Stores Company.

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 Beggarstaffs, Ludwig Hohlwein, Lucian Bernhard, A.W. 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 (\$80.00) 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.

No. 56

For further information contact the Department of Public Information, 212/708-9750