

Greetings! : an exhibition of personal, seasonal and holiday greetings

Date
1966

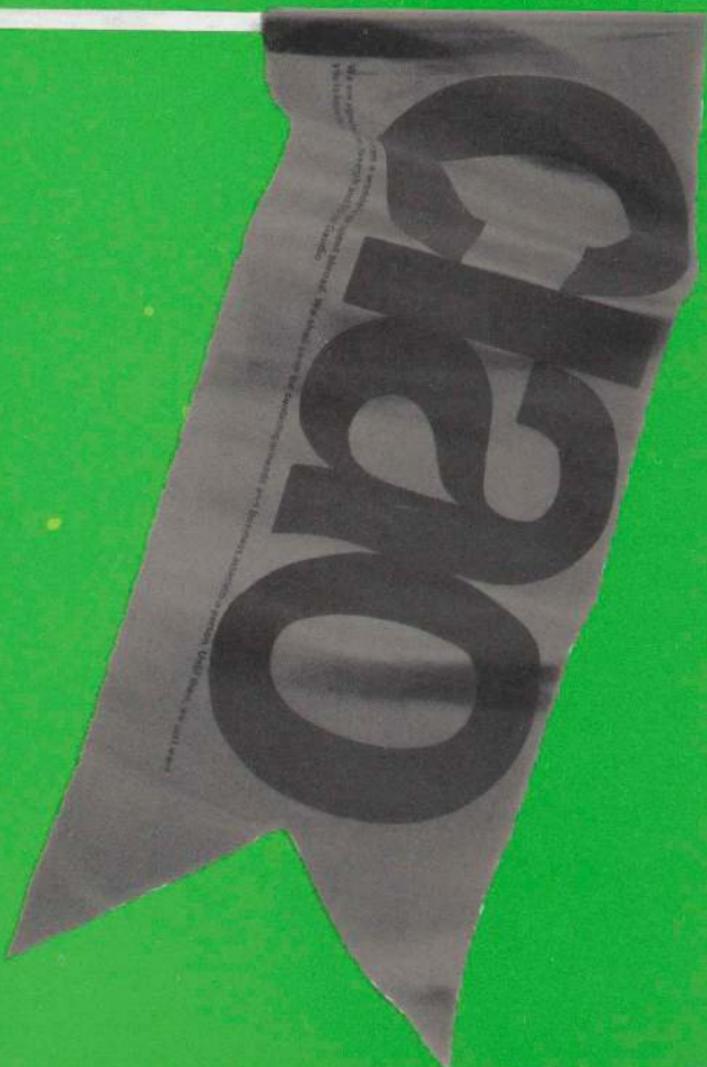
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Greetings!

an exhibition at The Museum of Modern Art, New York



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MUSEUM OF
MODERN ART
LIBRARY

Greetings!

An exhibition of personal,
seasonal, and holiday greetings

The Museum of Modern Art,
New York

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Cover: JOSEPH del GAUDIO: *Ciao*. (Cotton flag)

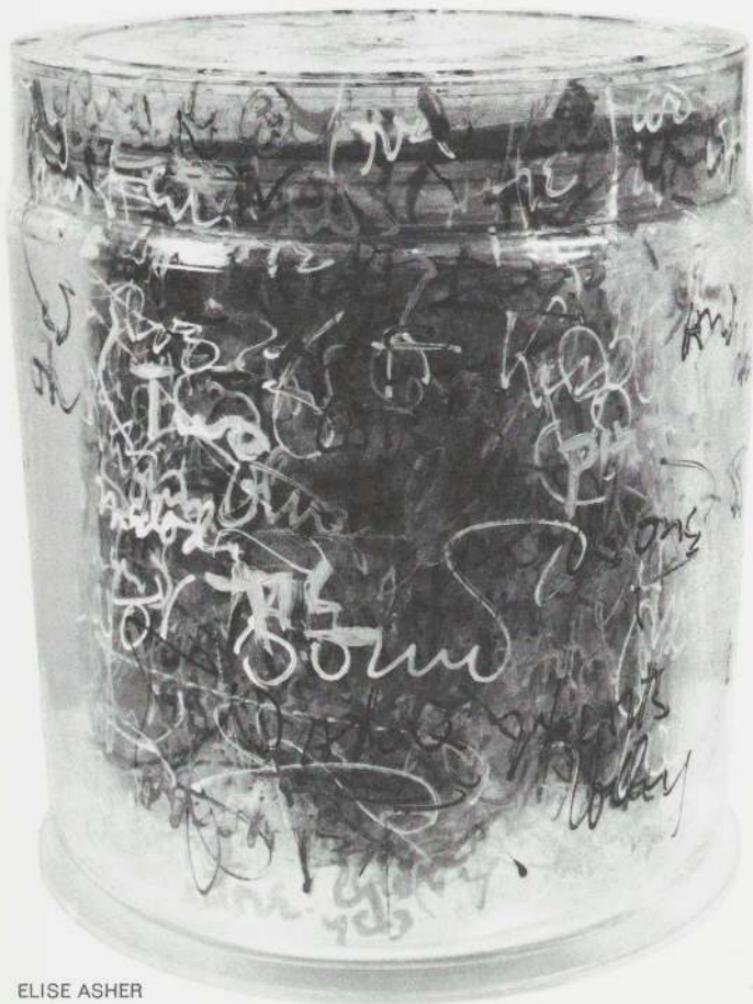
©The Museum of Modern Art, 1966, 11 West 53 Street, New York,
N. Y. 10019. Library of Congress Catalogue Card Number 66-22480.
Designed by Mary Ahern. Printed in the United States of America.

Printed greetings, like other graphic ephemera in our daily lives, have proliferated to such an extent that their original purpose of conveying friendly sentiments has been almost obliterated. Greetings are often annotated with irreverent, impersonal, and sometimes embarrassingly practical messages, but there are also many examples that are appropriate to the occasion and, purely as design, are worth more than the few minutes notice they ordinarily receive.

Greetings today are designed as cards, posters, and even flags. They also appear in three-dimensional forms related to modern sculpture. They are equally varied in technique: etching, drawing, painting, and collage as well as embossing, photography, and typography are all employed. Some are unique "hand-made" objects communicating an individual's sentiment and personality. Others, though mass produced, still convey the touch and sensibility of the individual designer.

Collected over a period of years, the examples in this exhibition are in the main drawn from the Museum's collection of graphic design or have been borrowed from artists. The sixty artists included have brought together all kinds of attitudes about religion, poetry, politics, sympathy, friendship, and love. Their work ranges from the figurative to the abstract; their sentiments range from the joyous to the cynical, from straightforward statements to metaphorical images. But they are able to project without ambiguity a touch of human feeling not yet lost amidst the glitter of tinsel.

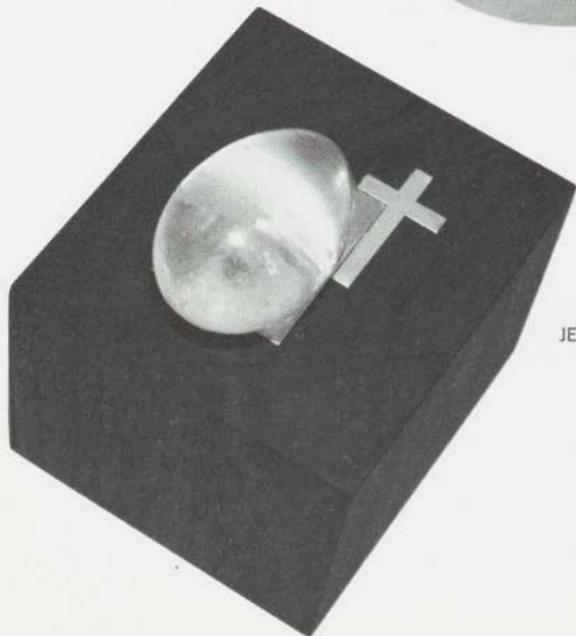
MILDRED CONSTANTINE
Department of Architecture and Design



ELISE ASHER

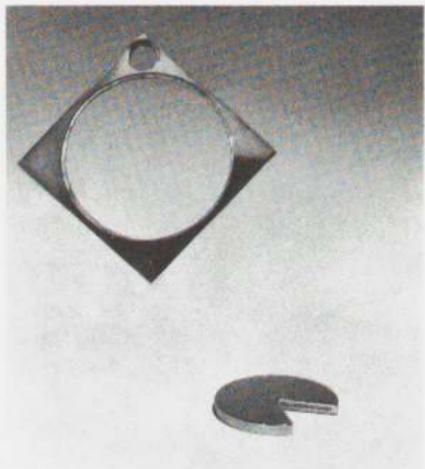
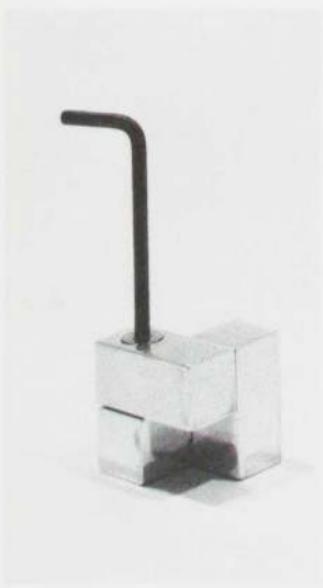


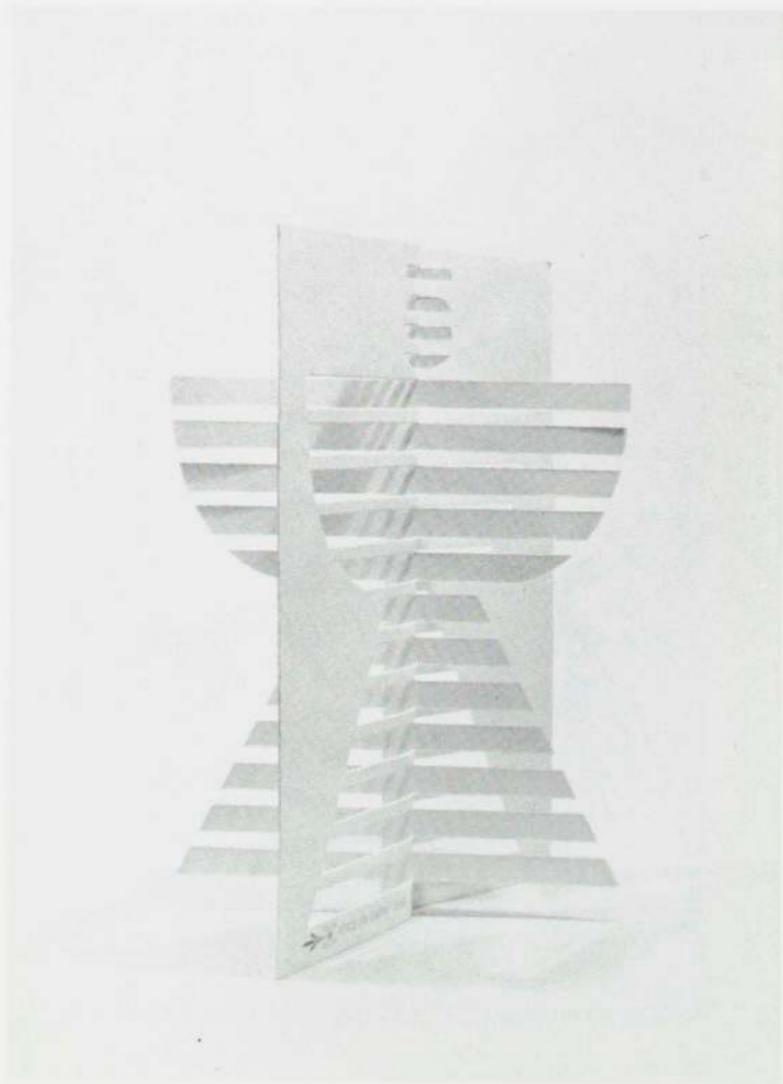
GIORGIO SOAVI



JEANNE MILES

PAUL MAYEN





STANFORD BROD

FRANCIS MERRITT



BRUNO MUNARI



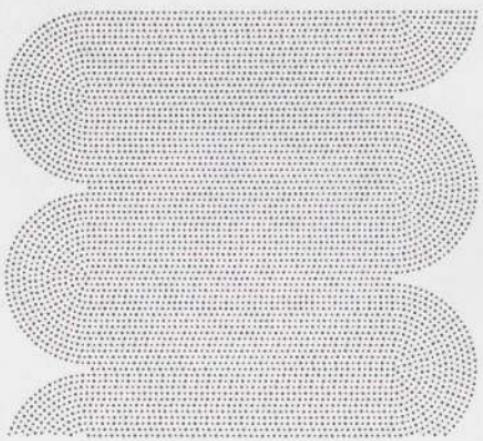
a very nice greeting

BARBARA GOULD 8 GRAMERCY PARK NEW YORK 3, N.Y. GRAMERCY 3-6134

BARBARA GOULD



SAUL STEINBERG



LOUIS GOLUMB

ELAINE LUSTIG COHEN

ELAINE AND ARTHUR COHEN

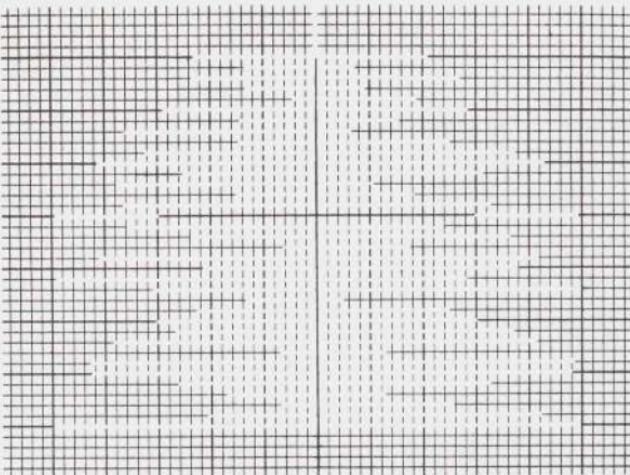
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ALBERT SHERMAN

EMIL ANTONUCCI



JOSEF ALBERS

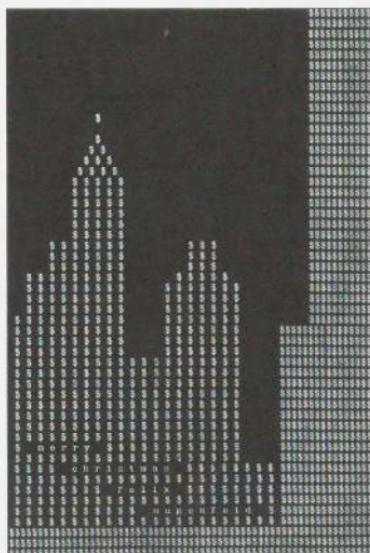


BEST WISHES FOR CHRISTMAS AND THE NEW YEAR JOSEF AND ANNI ALBERS



ROY LICHTENSTEIN

FELIX AUGENFELD



NELLA SOMBRA DI FELIX AUGENFELD

GENE FEDERICO

LEONARD BASKIN

PAX

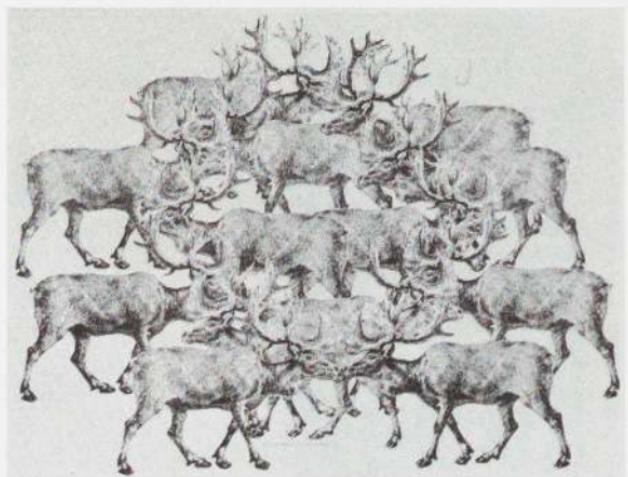
LEONARD BASKIN



EPISTHER

1953

AL ZALON

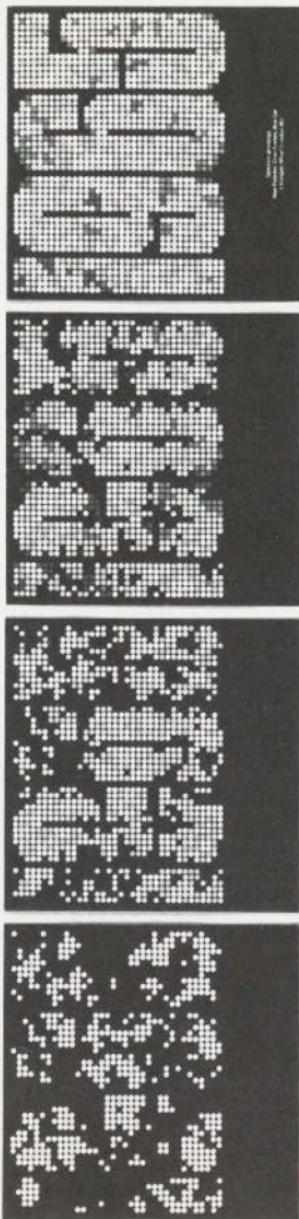


christmas greetings and good wishes for 1951

joella and herbert bayer



HERBERT BAYER



CROSBY, FLETCHER, FORBES & GILL

Greetings!

An exhibition of personal, seasonal, and holiday greetings. Feb. 28- May 8, 1966. (Unless otherwise indicated, the examples are drawn from the Museum's Collection)

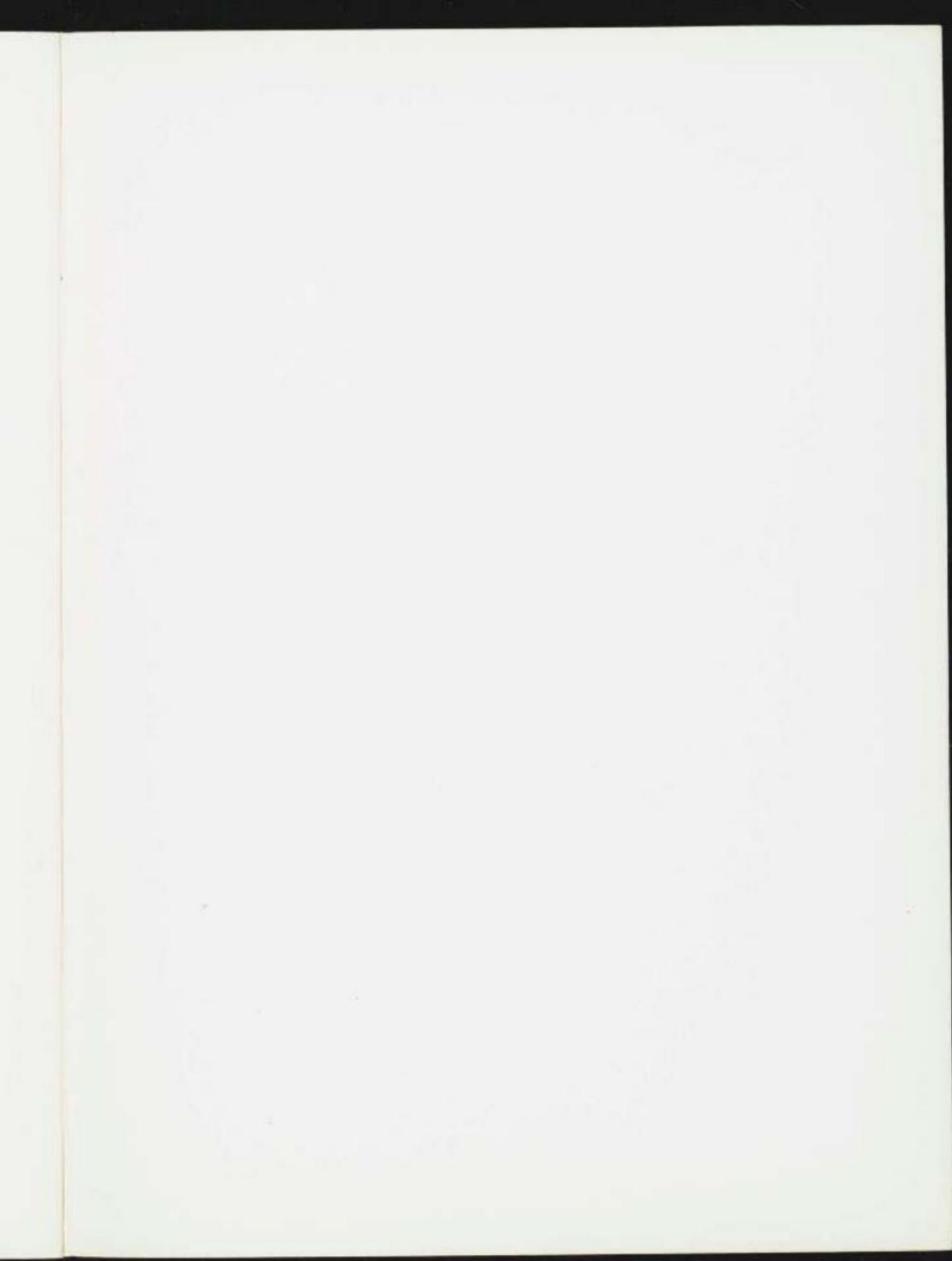
* Illustrated

1. ALBERS, JOSEF. American. *Best Wishes for Christmas and the New Year.*
- *2. ALBERS, JOSEF. American. XXX+XXX. *Happy Christmas Happy New Year.* 1960.
3. ALBERS, JOSEF. American. 1+9+5+7. *Happy Christmas and Happy New Year.* 1957.
4. ALBERS, JOSEF. American. *Happy Christmas and Happy New Year.*
5. ALBERS, JOSEF. American. *Best Wishes for Christmas and the New Year.*
6. ANTONUCCI, EMLL. American. *A Happy New Year.* (Line Block). 1963.
- *7. ANTONUCCI, EMLL. American. (Embossing). 1964.
8. ASHER, ELISE. American. *Valentine for Stanley.* (Oil painting inside and outside glass cylinder with plastic top). Lent by the artist. 1965.
- *9. AUGENFELD, FELIX. American. *Merry Christmas.* 1949.
- *10. BASKIN, LEONARD. American. *Pax.* (Wood-cut). 1953.
11. BASS, SAUL. American. 1957.
12. BASS, SAUL. American. *Greetings from Saul Bass & Associates.* 1961.
13. BASS, SAUL. American. *Greetings from Saul Bass.* 1962.
- *14. BAYER, HERBERT. American. *Christmas Greetings and Good Wishes for 1951.* 1951.
15. BILL, MAX. Swiss. . . . 1953 . . . ? . . I. 1953.
16. BOLOTOWSKY, ILYA. American. *Greetings.* (Plastic disk). Lent anonymously. 1965.
17. BROD, STANFORD. American. *Chanukah Greeting.* (Paper flag). 1962.
- *18. BROD, STANFORD. American. *Angel. (Cut-out).* 1964.
19. CHERMAYEFF, IVAN. American. *Noël.* 1958.
20. COHEN, ELAINE LUSTIG. American. *Jan. 1 (New Year's greeting and invitation).* 1958.
- *21. COHEN, ELAINE LUSTIG. American. *Rosh Hashana Greeting.* (Embossing). 1965.

22. COPLEY, BILL. American. *Think—It's* 1962.
1962.
- *23. CROSBY, FLETCHER, FORBES & GILL. English. *Season's Greetings*. 1964.
- *24. FEDERICO, GENE. American. 1966.
- *25. GOLUMB, LOUIS. American. (Raster). 1962.
26. GORDON, HARRY. American. *On observing the moon ... Quotation from Sir John Herschel, astronomer, 1835-? 1950s.*
27. GOULD, BARBARA. American. A Snow-grass Greeting. 1960.
28. GOULD, BARBARA. American. A Sunflower-seed Snowfield Greeting. 1965.
- *29. del GAUDIO, JOSEPH. American. *Ciao. (Cotton flag)*. 1964.
30. del GAUDIO, JOSEPH. American. (Embossing). 1965.
31. de HARAK, RUDOLPH. American *Season's Greetings. (Embossing)*. 1959.
32. HARPER IRVING. American. *Greetings of the Season. Jack Lenor Larsen, Inc.* 1966.
33. HICKS, SHEILA. American. Wool on "papel de amate" (bark). 1964.
34. INDIANA, ROBERT. American. *HUG. (Stencil)*. 1963.
- *50. MILES, JEANNE. American. Easter greeting. (Polyester egg and silver gilt on walnut base). Lent by the artist. 1965.
51. MUNARI, BRUNO. Italian. *Auguri (greetings)*. 1957-58.
52. MUNARI, BRUNO. Italian. *Auguri Volanti (flying greetings)*. 1956.
- *53. MUNARI, BRUNO. Italian. *Don't open. (Transparent envelope with cellophane ribbons)*. 1954.
54. MUNARI, BRUNO. Italian. (Paper Streamer). 1954.
55. NEW YORK GRAPHIC WORKSHOP. (Embossing). 1965.
56. NOORDA, ORNELLA. Italian. *Fortuna in Amore (lucky in love)*. A Valentine package. 1965.
57. PACCIONE, ONOFRIO. American. *We're dreaming of a white Christmas . . . James, Martha, Dorothy Paccione. (Two spreads from a Christmas booklet)*. 1964.
58. PAGE, DON, & HOFMANN, ANDREAS. American. 1965.
59. POMODORO, ARNALDO. Italian. Olivetti

- 1963.
- 35. JOHANSEN, LARS. Swedish. *KulJul* (Merry Christmas). Lent by Jack Lenor Larsen. 1960.
 - 36. KAHN, MATT. American. Chanukah Greeting. 1953.
 - 37. KATZ, LEO. American. (Aquatint). 1954.
 - 38. LAX, MICHAEL. American. *Best Wishes for the New Year*. 1965.
 - *39. LICHTENSTEIN, ROY. American. Diana. 1965.
 - *40. MAYEN, PAUL. American. (Chrome). 1959-60.
 - 41. MAYEN, PAUL. American. (Chrome). 1960-61.
 - 42. MAYEN, PAUL. American. (Chrome). 1961-62.
 - 43. MAYEN, PAUL. American. (Brass). 1962-63.
 - *44. MAYEN, PAUL. American. (Chrome). 1963-64.
 - 45. MAYEN, PAUL. American. (Chrome). 1964-65.
 - *46. MAYEN, PAUL. American. (Chrome). 1965-66.
 - 47. MERRITT, FRANCIS. American. (Woodcut). Lent by Jack Lenor Larsen. 1965.
 - *48. MERRITT, FRANCIS. American. (Transparent paper). Dove with message in beak. Lent by Jack Lenor Larsen. 1963.
 - 49. MIGDOLL, HERBERT. American. Three Crowns. 1958.
- Company Greeting. (Silver). Lent by Mrs. Burton G. Tremaine. 1960.
- 60. RAND, PAUL. American. *Season's Greetings*. (Embossing). 1950s.
 - 61. ROGNONI, FRANCO. Italian. *Three Kings*. (Etching).
 - 62. RUDOWICA, THERESA. Polish. *A Merry Christmas*. (Collage). Lent by William C. Seitz. 1960.
 - 63. SCHAWINSKY, XANTI. American. 1953.
 - 64. de SAINT-PHALLE, NIKI. French. 1965.
 - 65. SHAHN, BEN. American. *Behold how good, how pleasant...* 1950s.
 - *66. SHERMAN, ALBERT. American. *May your New Year be punctuated with periods of joy*. (Printer's mat). 1963.
 - *67. SOAVI, GIORGIO. Italian. Olivetti Company Greeting. (Chrome ball resting on concave top of chrome base). 1964.
 - *68. STEINBERG, SAUL. American. Steinberg Record. (Ink, colored pencil, and paper on composition paper). Lent by the artist. 1964.
 - 69. SUSSMAN, DEBORAH, designer. GITTEL-MAN, photographer. American. *Fur Mil Nov-*

- cento Soixante-et-One. 1961.
70. THARRATS, JOAN-JOSEP. Spanish. 1964.
71. TOBEY, MARK. American. *Winter*. (Original lithograph and hand-written poem). 1961.
72. TREUMANN, OTTO. Dutch. *Best Wishes for the New Year*. 1965.
73. WARD & SAKS. American. *Greetings* 1960. Jack Lenor Larsen, Inc. 1960.
74. WARD & SAKS. American. *Greetings of the Season . . . Cumberland Furniture Company*. 1960.
75. WELLS, ED III. American. *Zodiac*. (Embossing). The Lunning Collection. 1965.
76. WOLLNER, GRETEL. Austrian. *Happy Holiday and Lucky New Year*. (Drawing, Collage). 1960.
- *77. ZALON, AL. American. *Season's Best*. (Inspired by a print from Johnson's *Natural History*). 1965.
78. ZALON, AL. American. *Merry Christmas and a Joyous New Year from us all*. (Print from Graphic Weekly, 1885, with artist's drawing).
79. UNKNOWN. Tree Calendar.
80. UNKNOWN. The Lunning Collection. 1965.



Greetings!
