

722

# THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

491123 - 85

FOR IMMEDIATE RELEASE

## POPULAR BALLOT PRIZE FOR POLIO POSTERS WON BY LEON KARP

Leon Karp has just been awarded a prize of \$250 for his painting Research is Hope as a result of a popular ballot cast by visitors to the exhibition of Polio Posters at the Museum of Modern Art.

The exhibition, sponsored jointly by the Museum and the National Foundation for Infantile Paralysis, included 23 posters by well-known artists, photographers and poster designers.

Mr. Karp, who is an art director of N. W. Ayer, painted the head of a small boy framed by strong black bars. His works have been widely exhibited and is owned by several museums including the Brooklyn Museum, Yale University Art Gallery and the Philadelphia Museum of Art.

Public reaction to the posters was obtained by asking visitors to fill out a paper ballot during the three weeks the exhibition was on view. Generally the public seemed to prefer the paintings as a group, while photographic posters ranked as second favorites. The more conventional poster designs were third.

In the popular vote Henry Koerner's Maybe Soon, a painting of a polio child watching other children play, placed second. Margaret Bourke-White's photograph taken at Warm Springs of a girl painting, although her arms are in suspended braces, placed third.

Another kind of public reaction was also observed during the exhibition. The comments of 11- and 12-year-old children from P.S. 69 were recorded on wire tape.

The children liked best the posters that told a story, such as Helen Levitt's photograph of children playing around and on a parked truck. "It looks like they're having a good time," said one 11-year-old critic, "and you can see that the little boy had polio and now he's back playing with his friends."

Like the older public, the children seemed to prefer the paintings to the more conventional poster designs. One child thought the Henry Koerner poster was good "because it is a painting and there is a lot to think about."