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# THE MUSEUM OF MODERN ART

NEW YORK 19

Cincinnati: Enquirer  
Post  
Times Star

11 WEST 53rd STREET  
TELEPHONE: CIRCLE 5-8900  
CABLES: MODERNART, NEW-YORK

SPECIAL TO:

Cincinnati Newspapers

FOR IMMEDIATE RELEASE:  
February 18, 1954

Works by Noel Martin, 32 year old designer from Cincinnati, are being shown for the first time in New York in an exhibition of work by FOUR AMERICAN GRAPHIC DESIGNERS on view at the Museum of Modern Art, 11 West 53 Street, from February 10 through March 4.

Mr. Martin is responsible for graphic design presentation at the Cincinnati Art Museum and is represented in this exhibition by a selection of catalogues, announcements, and posters done for their various activities and shows. Mr. Martin, who uses many techniques for a great variety of work, has also designed billboards for a whiskey company, direct mail for a pharmaceutical house, is Art Director for the Farm Quarterly Magazine, and has designed magazine covers, booklets and other publications, including a technical book on the machinability of titanium for the United States Air Force.

The other well known artists-designers exhibiting work in this exhibition are Leo Lionni, Ben Shahn and Herbert Matter. The purpose of the exhibition, which is under the direction of Mildred Constantine of the Museum's Department of Architecture and Design, is to demonstrate the varied approaches used today by leading graphic designers in communicating ideas to various kinds of audiences through advertisements, books, posters, magazine illustrations, pamphlets and announcements.

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Philadelphia - Bulletin  
Inquirer  
News  
Philadelphia  
Record

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Tribune  
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SPECIAL TO:

FOR IMMEDIATE RELEASE  
February 18, 1954

Penn Fruit Co  
"Marketers"

A selection of works of graphic design by Leo Lionni, well known artist-designer, are currently on display at New York's Museum of Modern Art, 11 West 53 Street, in an exhibition, FOUR AMERICAN GRAPHIC DESIGNERS.

Included among Mr. Lionni's works is a series of colored slides showing his development of the trade mark used today by the Penn Fruit Company of Philadelphia.

Mr. Lionni, former Art Director for N. W. Ayer and Son, Inc. of Philadelphia, has directed advertising for the Container Corporation of America, the Ladies Home Journal and the Philadelphia Bulletin. Since 1949 he had been art director of Fortune Magazine and a consultant art director for the Olivetti Corporation of America and the Educational Division of the American Cancer Society.

The other artists whose works are included in the exhibition are Herbert Matter, Noel Martin and Ben Shahn. The purpose of the exhibition, which is under the direction of Miss Mildred Constantine of the Museum's Department of Architecture and Design, is to demonstrate the varied approaches used today by leading graphic designers 'in communicating ideas to various kinds of audiences through advertisements, books, posters, magazine illustrations, pamphlets and announcements.

# THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

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Local + National Design  
Invitation  
Special advertising list

#15

FOR RELEASE: WEDNESDAY  
February 10, 1954

PRESS PREVIEW: TUESDAY  
February 9, 1954

## MUSEUM TO SHOW EXPERIMENTAL GRAPHIC DESIGN

Experimental graphic design projects by well known artists-designers Leo Lionni, Ben Shahn and Herbert Matter, and the first New York showing of work by a young Cincinnati designer, Noel Martin, will be on view in an exhibition FOUR AMERICAN GRAPHIC DESIGNERS at the Museum of Modern Art, 11 West 53 Street, from February 10 through March 4.

The purpose of the exhibition is to demonstrate the varied approaches used today by leading graphic designers in communicating ideas to various kinds of audiences through advertisements, books, posters, magazine illustrations, pamphlets, and announcements. Experimental work in the exhibition includes Leo Lionni's development of the design and use of a trademark for a client, pages from an unpublished book written, designed and illustrated by Ben Shahn, a package using three colors and one type face, designed by Herbert Matter for a nationally advertised detergent, and a sampling from the wide variety of work done by a relative newcomer to the field, Noel Martin, which ranges from press sheets from a book designed for the United States Air Force on a new metal to catalogues and announcements for the Cincinnati Art Museum.

The exhibition is under the direction of Mildred Constantine, of the Museum's Department of Architecture and Design.

In addition to a series of colored slides showing Leo Lionni's development of a trademark, this designer is represented by posters for the American Cancer Society, two bulletins designed for the Museum of Modern Art, a selection of work commissioned by the Olivetti Company and a sampling of layouts illustrating various phases of his work as Art Director of FORTUNE MAGAZINE.

(more)

Herbert Matter, an outstanding photographer connected with Studio Associates, is represented by a selection of photographs which he usually incorporates into his graphic design projects, and samples of his work for Knoll Associates, furniture designers, as well as his experimental package for Surf.

Ben Shahn, whose paintings are owned by many museums including the Museum of Modern Art, is represented by a selection of pages from "The Alphabet of Creation" which Mr. Shahn has written and illustrated. In it he tells the story of the Hebrew alphabet. The book will be published by Pantheon Press later this year. Newspaper advertisements, illustrations for a variety of magazines including CHARM, SEVENTEEN, HARPERS, and FORTUNE will also be shown along with posters Mr. Shahn has done for his own painting exhibitions.

Noel Martin, 32-year-old designer from Cincinnati, is responsible for graphic design presentation of the Cincinnati Art Museum and is represented in the exhibition, his first New York showing, by a selection of catalogues, announcements, and posters for their various activities and shows. Mr. Martin, who uses many techniques for a great variety of work, has also designed billboards for a whiskey company, direct mail for a pharmaceutical house, is Art Director for the Farm Quarterly Magazine, and has designed magazine covers, booklets and other publications. The press sheets in the exhibition are from a technical book designed by Mr. Martin for the United States Air Force on the machinability of a new metal called titanium.

Photographs and additional information are available at the Publicity Department, The Museum of Modern Art, 11 West 53 Street, New York City.