

The Museum of Modern Art

For Immediate Release
February 1988

FACT SHEET

- EXHIBITION THE MODERN POSTER
- DATES June 6 - September 6, 1988
- ORGANIZATION Stuart Wrede, Acting Director, Department of Architecture and Design, The Museum of Modern Art
- SPONSORSHIP The exhibition and publication have been supported by a generous grant from The May Department Stores Company. Additional support has been provided by the National Endowment for the Arts.
- CONTENT The poster as an art form has interested the Museum since its founding, reflecting the fascination of the avant garde of the 1920s with typography, mass communication, and an art that was part of everyday life. Since the Museum's 1968 exhibition, WORD AND IMAGE, the poster collection has grown significantly. The exhibition reassesses and presents in greater depth posters from the earlier period and represents international developments in poster design over the last twenty years. Ranging from 1880 to the present, the exhibition includes over 300 works selected from the Museum's collection.
- In the exhibition catalogue, Mr. Wrede writes, "Its unique position at the intersection of different artistic mediums; fine and applied arts; craft and mass production; culture, politics, and commerce; and, not least of all, artist and mass audience, has brought many of the most ambitious and visionary artists, architects, and designers of the twentieth century to the medium."
- Among the poster designers represented are Herbert Bayer, the Beggarstaffs, Lucian Bernhard, A.M. Cassandre, Jules Cheret, Ludwig Hohlwein, E. McKnight Kauffer, Charles Rennie Mackintosh, Victor Moscoso, Josef Muller-Brockmann, Paul Rand, Alexander Rodchenko, the Stenberg Brothers, Henri de Toulouse-Lautrec, Nicolas Troxler, and Tadanori Yokoo.
- PUBLICATION The Modern Poster by Stuart Wrede. 264 pages. 300 color and 35 black-and-white illustrations. Bibliography. Published by The Museum of Modern Art. Clothbound, \$50.00; paperbound, \$27.50; available in the Museum Store.

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