

THE MUSEUM OF MODERN ART

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

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FOR IMMEDIATE RELEASE

ART DIRECTORS CLUB AWARDS FOR 1948 TO BE EXHIBITED AT MUSEUM

The 28th annual exhibition of the Art Directors Club will be selected by a jury of art and design experts and will be shown next March in the Auditorium Gallery of the Museum of Modern Art, 11 West 53 Street. Work is now being submitted for consideration by the jury, which will make awards on the basis of absolute, rather than relative, standards of quality, so that awards will be given in the various categories only if the artistic excellence merits them.

The material to be submitted to the competition falls into the following 9 categories:

Newspaper advertising

Magazine advertising (in color and black and white)

Poster and car cards

Magazine covers

Editorial illustration

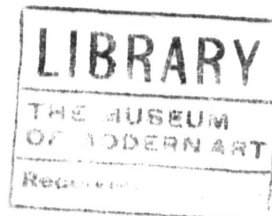
Complete editorial units

House organs

Direct mail advertising.

Typography (this category to include any one of the above groups)

Entries must be in the form of the finished product rather than original art work and must be submitted by December 31, 1948.



MoMA - Press Release