

THE MUSEUM OF MODERN ART

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*Imitation
Local Design* 91
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POSTERS ADVERTISING THE NEW YORK TIMES

TO BE SHOWN AT MUSEUM

From May 28 through July 6 the garden of the Museum of Modern Art, 11 West 53 Street, will be the setting for an exhibition of posters which have been on view in New York subway stations and suburban railroad stations as advertisements for "The New York Times." This is the first time the Museum has devoted an entire poster show to a series done by one firm. The posters were selected by Mildred Constantine of the Museum's Department of Architecture and Design as "the most artistically significant institutional advertising design being done in America today."

More than half the 23 posters in the series are variations on the newspaper's well-known 12-word slogan "Get All the News and Get It Right, The New York Times." This message is presented in 15 different ways without the use of any visual images. Variety is achieved by the use of color, placement of the copy, and painted, drawn or ruled visual accents. In a similar way the additional posters in the exhibition also depend on layout and color for effectiveness rather than on the pictorial.

The posters will be set in free-standing stainless steel frames - lent for the exhibition by Transportation Displays, Inc., - so that visitors can see them as they were intended to be shown. They were executed by William Bowman, Kenneth Haak, George Krikorian, Roslyn Middleman, Marshall Simpson and Paul Smith. Mr. Krikorian is the Art Director of "The New York Times."

In describing the series of posters Miss Constantine says:

The colors used are particularly effective without ever being garish or banal and therefore achieve a visual subtlety which attracts the eye amidst the blare of surrounding colors. In one, red, green and blue patches of color - one for each word in the slogan - are used on a black background to detach the message and animate the entire composition. Another, using three tones of blue, with white and yellow-green lettering, creates a spatial concept and lightness of texture which makes the letters appear to be floating on the surface. In all of them the artists have successfully met the challenge of repeating a theme with variety, and have come up with imaginative, fresh designs that meet all the tests of a good poster.