

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 245-3200 Cable: Modernart

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FOR IMMEDIATE RELEASE

Flying above the entrance of The Museum of Modern Art on West 53 Street are two new 16 1/2 foot banners announcing the opening of WORD AND IMAGE: Posters and Typography from the Graphic Design Collection of The Museum of Modern Art 1879-1967. The banners have been adapted from a poster by the Japanese designer Tadanori Yokoo which was commissioned by the Museum for the exhibition. The poster, printed in vibrant orange, pink and blue, is on sale at the Museum for \$5.00.

More than 300 posters dating from 1879, when a break with traditional styles began the development of the modern poster, to today's "psychedelic" manifestations are included in WORD AND IMAGE, the first comprehensive historical survey selected from the Museum's collection of some 2,000 posters and other printed material.

WORD AND IMAGE, directed by Mildred Constantine, Associate Curator of Graphic Design at The Museum of Modern Art, and installed by Arthur Drexler, Director of the Department of Architecture and Design, will be on view through March 10. It will then be shown at the San Antonio HemisFair '68 in Texas.

Additional information available from Elizabeth Shaw, Director, Department of Public Information, and Linda Gordon, Associate, Public Services, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. 245-3200.