

The Museum of Modern Art

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POSTERS BY CASSANDRE SHOWN AT THE MUSEUM OF MODERN ART

Thirteen posters by A. M. Cassandre are on view at The Museum of Modern Art through September 15. The exhibition, directed by John Garrigan, Assistant Curator of Graphic Design, is drawn from the Museum collection and installed in the second floor Philip L. Goodwin Galleries for Architecture and Design.

Cassandre's posters for a variety of products and services enlivened the streets of Paris in the 20's and 30's, and had a profound impact on graphic design throughout the world. He revived and redesigned bold, sans serif typefaces and used them with remarkable power and clarity.

The posters in the exhibition, dating from 1927 to 1937, include such famous works as "Restaurez-Vous au Wagon Bar" (1932), "Dubo Dubon Dubonnet" (1932), and "Chemin de Fer du Nord" (1927), as well as two mural-size posters, including "Watch the Fords Go By" (1937). These concise and witty pictorial statements reveal the influence of the avant-garde painting of the time.

A. M. (Adolphe Mouron) Cassandre (1901-1968) was born in Russia of French parents. He studied in Paris and began work in advertising in 1922. He formed the advertising agency Alliance Graphique with Charles Loupot and M. A. Moyrand in 1930. Through this association his work was seen throughout Europe. After a brief period in the United States in the late thirties, Cassandre returned to Paris where he devoted his time to painting and theatre design, at which he was highly successful. But, as Mr. Garrigan states in his exhibition wall label, "it is the little man with the glass of Dubonnet, the monumental travel posters, and the arresting images of the street for which he is remembered."

The thirteen posters in the exhibition have been selected from 30 by Cassandre in the Museum's Graphic Design Collection. Cassandre's work was first shown at the Museum in 1939 and appeared most recently in a historical survey of poster design, Word and Image, in 1968.

Photos and additional information available from Linda Gordon, Associate Director, Department of Public Information, The Museum of Modern Art, 11 W. 53 St., New York, NY 10019. Phone: (212) 956-2648.