

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

NO. 53
FOR IMMEDIATE RELEASE

Department of Public Information

POSTERS BY ARMIN HOFMANN ON VIEW AT THE MUSEUM OF MODERN ART

POSTERS BY ARMIN HOFMANN, an exhibition of 24 examples of the Swiss graphic artist's work, will open in the Museum's Auditorium Gallery on September 10, 1981. The posters, drawn from the Museum's Graphic Design Collection and on loan from the artist, will remain on view through October 25, 1981. The exhibition will be directed by J. Stewart Johnson, Curator of Design at The Museum of Modern Art.

Armin Hofmann, who was born in Switzerland in 1920, has become the educator of a new generation of designers as well as an important innovator in the area of graphic design. For part of each year, Hofmann teaches at the School of Architecture at Yale University. He is also guest professor at the University of Cincinnati, at Harvard, at the Philadelphia College of Art, at the Kansas City Art Institute and at the Rhode Island School of Design, among other institutions. Dedicated to the solution of problems presented by the "radical alteration in the structure of the applied arts," Hofmann has written: "Every educator today is faced with the task of preparing young people to work together in building a society based on an honest exchange of labor. Such an aim, however, can be accomplished only in collaboration with the world of practical activity."

continued/

Hofmann has taken this belief and made it the basis for his graphic design. He is a socially committed designer who, in both his graphic and his three-dimensional work, is unafraid to confront the problems technocracy brings to the artist, and to find a way to express the human qualities in a rapidly changing society. The large-scale posters he has made for theaters, museums and other such organizations demonstrate his unique sense of concentrated strength combined with his powerful but economical use of image. Usually two-color, Hofmann's designs rely for their dramatic effect on typography and the frequent use of striking photographic images.

For this exhibition, the first of the artist's work in New York in fifteen years, Hofmann has donated a poster especially designed and executed to be shown at the Museum. Copies will be available to the general public through the Museum bookstores.

Free distribution of an illustrated brochure to accompany the exhibition, with biographical data on the artist and a checklist of the posters on view, is being made possible by a contribution from Ciba-Geigy Corporation.

POSTERS BY ARMIN HOFMANN is made possible in part by public funds from the New York State Council on the Arts.

For further information, please contact Luisa Kreisberg, Director, (212) 956-2648, or Pamela Sweeney, 956-7501, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, NY 10019.
