FACT SHEET

EXHIBITION
america worked: the 1950s photographs of dan weiner

DATES
April 20 - July 11, 1989

ORGANIZATION
organized by susan kismaric, curator, department of photography, the museum of modern art.

ARTIST
dan weiner worked as a photojournalist from 1949 to 1959, when he died in a plane crash while on assignment at the age of thirty-nine. during those ten years, Weiner had photographed for a variety of popular American magazines and newspapers, among them fortune, collier’s, and the New York times.

FOCUS
weiner photographed working America of the fifties, an optimistic time of postwar prosperity. He captured with unaffected accuracy an era of new suburbs and coffee klatches, new products and television marketing, and the creation of a corporate mentality. Weiner was distinguished by his ability to make an interesting photograph from an unpromising subject, such as businessmen deliberating over a package design. His uncanny capacity for making himself invisible to those he photographed, and the openness of people to the camera in the fifties, combined to create an authentic photographic portrait of American life of that period.

CONTENT
the exhibition consists of approximately fifty photographs selected from the forthcoming book, America worked: The 1950s photographs of Dan Weiner, edited by william a. ewing, who also serves as curatorial consultant to the exhibition. Many of the photographs have not previously been published or exhibited. Following the organization of the book, the exhibition groups Weiner’s photographs by themes: The Hidden Persuaders, The Hard Sell, The Organization Man, and A Woman’s World.

PUBLICATION

* * *

for further information, contact the Department of Public Information, 212/708-9750.