

# THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

490311 - 16

FOR WEDNESDAY RELEASE

MUSEUM EXHIBITS SELECTIONS FROM ART DIRECTORS CLUB ANNUAL COMPETITION

The Museum of Modern Art, 11 West 53 Street, will co-sponsor with the Art Directors Club of New York the 28th Annual Exhibition of Advertising and Editorial Art in the Museum's Auditorium Gallery from March 16 to April 17, 1949.

The exhibition will consist of 241 selected entries representing the best advertising submitted for the one-year period from February 15, 1948 to February 15, 1949. They fall into a number of categories including magazine advertising art, newspaper advertising, art in trade periodicals, small ads, booklets and direct mail advertisements, art in periodicals and poster design.

The Jury, art directors and officials of the Museum who selected the exhibited designs from about 7,200 entries, was made up of

Monroe Wheeler, Director of Exhibitions and Publications, Museum of Modern Art, Chairman of the Jury; Alfred H. Barr, Jr., Director of the Museum Collections, Museum of Modern Art (Edgar Kaufmann, Jr., Adviser to the Director and Research Associate in the Department of Architecture and Industrial Design, Museum of Modern Art, alternate); Professor Henry-Russell Hitchcock, Art Historian and Critic, Smith College (Philip C. Johnson, Director of the Department of Architecture and Industrial Design, Museum of Modern Art, alternate); Charles T. Coiner, Vice President, Art Director, N. W. Ayer, Inc. (Egbert Jacobson, Director, Department of Design, Container Corporation of America, alternate); Frank Stanton, President, Columbia Broadcasting System (Mrs. Burton Tremaine, Jr., Art Director, The Miller Company, alternate); Arthur T. Blomquist, Vice President, Art Director, J. Walter Thompson Co. (Arthur Hawkins, Jr., Art Director, Advisory Board, Art Directors Club, alternate), and Will Burtin, Art Director, Fortune Magazine (Harry O'Brien, Art Director, O'Brien and Dorrance, alternate).

Special awards in each category were made from among the 241 works selected by the Jury. These awards, however, were made by the Art Directors Club Advisory Board, not by the Jury.

Philip C. Johnson of the Museum comments on the significance of the joint sponsorship by the Museum and the Art Directors Club of this exhibition of advertising and editorial art as follows:

"The Museum of Modern Art, recognizing the enormous power of the art director in shaping and directing public taste through the far-reaching medium of advertising and editorial art, has been happy to co-operate in the selection of material for this exhibition and in the arrangement of the exhibition itself. It is the Museum's hope that the recognition of advertising techniques as an art form will both improve the standards of art direction in this country and give the art directors a proper sense of their responsibilities in the cultural development of our time."

The installation of the exhibition has been designed by Will Burtin, Art Director of Fortune Magazine, in co-operation with the Museum of Modern Art.