

THE MUSEUM OF MODERN ART

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Nine artists selected by the Museum of Modern Art have been commissioned by the Family Service Association of America to create posters that will stimulate further use and support of community agencies throughout the country that provide professional services to families in trouble.

The original posters will be exhibited at the Museum of Modern Art, 11 West 53 Street, from April 18 through May 13. The formal opening will be sponsored by New York City members of the Family Service Association of America including the Community Service Society of New York, Jewish Family Service, Brooklyn Bureau of Social Service, Childrens' Aid Society and Staten Island Family Service.

The poster designs, being made now by the nine artists, including painters, a sculptor, graphic designers and a photographer, will be used by the 265 Family Service agencies affiliated with the Family Service Association of America in the United States, Canada and Hawaii.

The artists participating in this project are: Ben-Zion, Bernarda Bryson, Leo Lionni, Noel Martin, Wayne Miller, Costantino Nivola, Robert Andrew Parker, Henry Ries and George Tscherny

The collaboration of the Museum with the Family Service agencies is the first such effort in the area of mental health and family counseling. Mildred Constantine, Associate Curator of Graphic Design in charge of the Museum's poster activities, says: "This cooperation with Family Service illustrates the Museum's belief that the creative artist, whether he paints easel pictures or designs posters, functions as part of the living world. Through a poster, the artist can play a more direct role in the social scene."

For the Museum of Modern Art, the project is another extension of its policy of encouraging the wider use of poster art. Since its founding in 1929 the Museum has presented thirty poster exhibitions and gathered the world's largest collection of modern poster art from this country and abroad. During the war, for example, the Museum sponsored a competition among 600 artists in cooperation with the Treasury Department and the U.S. Air Force for the design of recruiting and defense posters. With the Office of Inter-American Affairs in 1942, it helped the Government acquire the services of leading U.S. designers to create posters for use in Latin America. In 1949, with the National Foundation for Infantile Paralysis, the Museum enlisted a group of 22 artists to produce educational posters on polio, three of

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which were reproduced and distributed throughout the world.

While posters have been widely utilized in arousing interest and action on problems of physical health, their development in relation to emotional health and personal needs of people is still a largely unexplored area, according to Clark W. Blackburn, General Director of the Family Service Association of America. "With the aid of the artists in this Museum of Modern Art project, we hope that the value of, and need for, family counseling services will be vividly registered in the public mind," he says.

The Family Service agencies are, in general, voluntarily supported services through Community Chests or United Funds. Their confidential, professional help is available to anyone in the communities they serve.
