

THE MUSEUM OF MODERN ART

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INTERNATIONAL TRAVEL POSTERS ON VIEW AT MUSEUM OF MODERN ART

Some of the posters that have lured thousands of travelers to foreign lands during the past 60 years will be on view at the Museum of Modern Art, 11 West 53 Street, from March 6 through April 7 in an exhibition called TRAVEL POSTERS directed by Mildred Constantine, Associate Curator of Graphic Design in the Department of Architecture and Design.

Changes in artists' styles and techniques and changes in transportation methods and popular tourist attractions from the late 19th century to the present are illustrated by approximately 60 posters from 15 countries. Work by Jean Carlu, A. M. Cassandre, Paul Colin, Hans Erni, Abram Games, McKnight Kauffer, Herbert Matter, Jacques Nathan, Marcelo Nizzoli, and Raymond Savignac is included. Among the famous painters whose posters are shown are Picasso, Chagall and Matisse.

"The group has been chosen from collections in this country and many countries abroad," says Miss Constantine, who went to Europe last fall to gather material. "Selection was based on the success with which the artist has unified visual imagery and typography to project an intimate comment on a place or an event, thus creating enthusiasm for the idea of travel. Photographic reproductions of scenic wonders and ancient buildings or reproductions of paintings, however beautiful these may be, have not been included because they seldom meet these requirements."

The subject of these posters is either the excitement, comfort and speed of travel on steamships, trains or planes or the attractions of a city or country and special events that may interest visitors. Two posters of the early 1900's, for example, one Dutch and one American, in carefully realistic drawings urge steamships travel between New York and Southampton and Rotterdam and London respectively. In the late 1920's however, Cassandre's poster recommending rail travel in France uses the elements of wheels, engine and tracks to create a powerful symbol of rushing motion. A fair in Frankfort in 1928 is advertised by an abstract design. A recent Swissair poster also symbolizes transportation by using plane elements.

In a TWA poster Times Square is reduced to rectangles of bright color interspersed with twinkling lights. Two other recent posters also concerned with the "intimate comment on the place" are the Italian architect Nizzoli's poster on Milan in which the shapes of spires and towers are transformed into a gay and bright abstract pattern and a Games poster for Israel advertising an international fair in which a flower grows in the desert with the help of the machine.

The exhibition was initiated under the sponsorship of Air France, and will be circulated after the New York showing under the auspices of the Museum's Department of Circulating Exhibitions. Other sponsors for the show are the American Society of Travel Agents, Grace Line, Pan-American Airways, Swiss National Travel Office and Trans-World Airlines.