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THE MUSEUM OF MODERN ART
11 WEST 53RD STREET, NEW YORK

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FOR RELEASE Saturday afternoon or
Sunday morning, May 18 or 19, 1935

The Museum of Modern Art, 11 West 53 Street, announces an Exhibition of European Commercial Printing of Today to open to the public Thursday, May 23. The material for the exhibition has been assembled from England, France, Italy, Russia, Germany, Switzerland, Czechoslovakia, and Sweden by the L.F. White Company, Inc. with the cooperation of the Bauer Type Foundry and the Continental Type Foundry. Selections from the material to be hung in the exhibition were made by Professor Otto Fuhrmann of New York University, Mr. Gustav Stresow of the Bauer Type Foundry and Miss Ernestine Fantl of the Museum's Department of Architecture.

On Wednesday evening a private showing will be held for members of the Museum and invited guests, and a brief symposium will be given on different phases of modern typography. The speakers will be Dr. M.F. Agha, Art Director of the Condé Nast Publications, Mr. Lawrence Siegfried, Editor of The American Printer, and Mr. Abbott Kimball of Kimball, Hubbard & Powell, Inc.

The exhibition, which will fill the first floor of the Museum, will be limited to commercial typography. Each example shown will be accompanied by a label describing the process, the type and the purpose for which it was designed.

Sponsors of the exhibition are The American Institute of Graphic Arts, Mr. Egmont Arens of Calkins & Holden, Mr. Walter P. Chrysler, Jr., Mr. Philip Hofer of the Morgan Library, Mr. William H. Johns of Batten, Barton, Durstine & Osborn Inc., and Dr. Hellmut Lehmann-Haupt, curator of rare books of the Columbia University Library.