

TWENTY POSTERS FROM SEVEN COUNTRIES ADDED TO COLLECTION

The group of 20 posters included in this exhibition have been acquired through gifts from artists, museums, printers and private individuals, as well as through exchanges with the Library of Congress, the University of Glasgow, the Stedelijk Museum of Amsterdam, and the Kunstgewerbe Museum in Zurich. Many of these posters suggest a heightened interest in the use of letters, both printed and drawn. An exhibition poster by the painter Auguste Herbin presents an abstract geometric design composed of heavy capital letters interspersed with blocks of color. Another painter, Pablo Picasso, in his poster Les Ménines uses his own handwriting in a most carefree way, which together with the hastily sketched illustration makes a very personal and lively design. In many examples there is a more painterly use of color rather than the familiar restriction to the primaries.

Perhaps the most remarkable poster in the group is that by Karl Gerstner of Switzerland for the Swiss Socialist Party. In this design the familiar image of a pointing hand, greatly enlarged and foreshortened, together with a staring face, is used in soft focus photography so that the image emerges clearly only when the poster is seen from a great distance. In soft greys and whites faded into a brilliant red background, the technical innovations of this poster contribute to its extraordinary effectiveness. An entertaining use of the printed word is seen in Martin Crampton's design for wallpaper. Printed in red and green on a pale yellow background are the words PING PONG. Using small type and erratic spacing, the artist has paralleled the associations the words produce with purely typographic means.

Mildred Constantine, Associate Curator of Graphic Design in the Department of Architecture and Design, selected the posters for the exhibition.

For additional information and photographs please contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York, N. Y. CI 5-8900.