

The Museum of Modern Art

For Immediate Release
January 1988

THE MAY DEPARTMENT STORES COMPANY SPONSORS MAJOR POSTER EXHIBITION AT THE MUSEUM OF MODERN ART

January 18, 1988. . . . Richard E. Oldenburg, director of The Museum of Modern Art, announced today that the Museum has received a generous grant from The May Department Stores Company to underwrite THE MODERN POSTER exhibition, opening June 6, 1988. Organized by Stuart Wrede, acting director, Department of Architecture and Design, the exhibition includes over 300 posters drawn from the Museum's exceptional collection. Ranging from 1880 to the present, the works were selected for their quality of design and artistic interest.

"We are extremely grateful for the generosity of The May Department Stores Company," stated Mr. Oldenburg. "This kind of enlightened support makes possible the breadth and quality of the Museum's programs. THE MODERN POSTER and its accompanying publication will delight more than 300,000 visitors next summer, as well as reveal an important area of our collection that we have not surveyed since the vastly popular WORD AND IMAGE exhibition in 1968."

David C. Farrell, chairman and chief executive officer of The May Department Stores Company, said, "We are very pleased to continue our tradition of support to the arts and culture, and are excited about this partnership with one of the great museums of the world. As a major retailer, we have a keen interest in graphic design and typography, both of which are keystones to this art form. The exhibition is responsive to the growing public interest in this creative medium and will allow The Museum of Modern Art to present its collection in such a way that posters of the last 100 years can be seen as a whole."

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The poster as an art form has interested the Museum since its founding, reflecting the fascination of the avant garde of the 1920s with typography, mass communication, and an art that was part of everyday life. Since WORD AND IMAGE, the poster collection has grown significantly. The exhibition provides an opportunity to reassess and present in greater depth posters from the earlier period, as well as represent international developments in poster design over the last twenty years.

Among the poster designers represented are Herbert Bayer, the Beggarstaffs, Lucian Bernhard, A.M. Cassandre, Jules Cheret, Ludwig Hohlwein, E. McKnight Kauffer, Charles Rennie Mackintosh, Victor Moscoso, Josef Muller-Brockmann, Paul Rand, Alexander Rodchenko, the Stenberg Brothers, Henri de Toulouse-Lautrec, Nicolas Troxler, and Tadanori Yokoo.

The exhibition will continue at the Museum through September 6 before embarking on a national tour (details to be announced).

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For further information, contact the Department of Public Information,
212/708-9750.