

The Museum of Modern Art

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March 1989

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FACT SHEET

EXHIBITION AMERICA WORKED: THE 1950s PHOTOGRAPHS OF DAN WEINER

DATES April 20 - July 11, 1989

ORGANIZATION Organized by Susan Kismaric, Curator, Department of Photography, The Museum of Modern Art.

ARTIST Dan Weiner worked as a photojournalist from 1949 to 1959, when he died in a plane crash while on assignment at the age of thirty-nine. During those ten years, Weiner had photographed for a variety of popular American magazines and newspapers, among them Fortune, Collier's, and The New York Times.

FOCUS Weiner photographed working America of the fifties, an optimistic time of postwar prosperity. He captured with unaffected accuracy an era of new suburbs and coffee klatches, new products and television marketing, and the creation of a corporate mentality. Weiner was distinguished by his ability to make an interesting photograph from an unpromising subject, such as businessmen deliberating over a package design. His uncanny capacity for making himself invisible to those he photographed, and the openness of people to the camera in the fifties, combined to create an authentic photographic portrait of American life of that period.

CONTENT The exhibition consists of approximately fifty photographs selected from the forthcoming book, America Worked: The 1950s Photographs of Dan Weiner, edited by William A. Ewing, who also serves as curatorial consultant to the exhibition. Many of the photographs have not previously been published or exhibited. Following the organization of the book, the exhibition groups Weiner's photographs by themes: The Hidden Persuaders, The Hard Sell, The Organization Man, and A Woman's World.

PUBLICATION America Worked: The 1950s Photographs of Dan Weiner. Edited by William A. Ewing. Introduction by Lionel Tiger. Published by Harry N. Abrams, Inc. 192 pages; 170 black-and-white photographs. Hardbound \$35.00. Available in the Museum Store.

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February 6 - May 2, 1989

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