

The Museum of Modern Art

50th Anniversary



FOR IMMEDIATE RELEASE
NO. 42

ORIGINAL ALECHINSKY POSTER NOW
AVAILABLE AT MOMA

The Belgian artist Pierre Alechinsky has created a poster especially for the retrospective exhibition of his master prints at The Museum of Modern Art (June 11 - August 11, 1981). Such a poster would normally have been made in France where Alechinsky lives, but the artist happened to be working in New York earlier this year. Arrangements were made with Joseph Kleinman, a fine art printer with whom Alechinsky had previously worked, to execute the poster entirely in New York in order to have copies ready by June 11. However, because Kleinman's lithographic presses were too small for the poster Alechinsky had planned, Kleinman brought Alechinsky to Malmar Graphics, a commercial printer with an extra large offset press.

Once the details of how the poster was to be printed had been worked out, Alechinsky made a line drawing and produced for the background a table reservation sheet from Les Pleiades restaurant, a popular gathering place for art dealers and artists. Within a few days he had worked out the colors and filled in details directly on the printing plates. Together, Alechinsky and Kleinman oversaw the preparation of the press, and 2,375 posters were printed, the result of a close collaboration of artist and commercial printer.

This original poster, printed in five colors (32 inches high x 23 inches wide) is available at the Museum stores for \$15.00. The exhibition itself, consisting of 85 works drawn almost entirely from the Museum's Collection and spanning every phase of Alechinsky's career from his first print made in 1946 to the present, will remain on view until August 11, 1981.

June 1981

For further information, please contact Luisa Kreisberg, Director (212) 956-2648, or Pamela Sweeney, 956-7501, Department of Public Information. The Museum of Modern Art, 11 West 53 Street, New York, NY 10019
