

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

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FOR IMMEDIATE RELEASE

MUSEUM ANNOUNCES CO-OPERATIVE PROGRAM FOR INFANTILE PARALYSIS POSTERS \$2,500 IN AWARDS TO BE GIVEN

The Museum of Modern Art announces an exhibition of original posters produced in co-operation with the National Foundation for Infantile Paralysis to be held at the Museum, 11 West 53 Street, from November 1 through November 20. This is the first time an art museum has co-operated with a national health group to produce educational posters of high artistic value.

Executed by 24 invited artists and photographers who were chosen by a Committee of Selection, the original posters will go on view in the Museum's first floor galleries on November 1. On the previous day announcement will be made of the jury-selected winners of three awards: \$1,000, \$750 and \$500, made available by an anonymous donor. An additional award of \$250 will be given at the close of the exhibition on the basis of a popular ballot. Certain posters will be selected by the National Foundation for reproduction and distribution on a national scale; it is expected that other designs also will be used to illustrate educational material on polio. The exhibition is of particular interest due to the epidemic emergency of the present period and the National Foundation's need for additional support to continue its program of patient care, scientific research and professional education.

In announcing the exhibition, Monroe Wheeler, the Museum's Director of Exhibitions and Publications, said:

"Who can tell the many-faceted story of the National Foundation and its fight against polio? How can the human, scientific and educational factors be translated into terms that will appeal to a vast public? Who can relate the efforts of the many skilled hands that are serving this great cause? And the polio patients themselves; how can their valiant fight to return to normal lives be told?"

"The Museum of Modern Art believes that only the creative artist, applying his probing insight, his deep understanding and vivid imagination, can tell the whole story in visual terms."

Participating artists and photographers are as follows:

Milton Ackoff	Leon Karp	Erik Nitsche
Walter Allner	Henry Koerner	Paul Rand
Herbert Bayer	Dorothea Lange	Ben Shahn
Margaret Bourke-White	Jacob Lawrence	Honoré Sharrer
Esther Bubley	Helen Levitt	David Smith
Jean Carlu	Herbert Matter	Franklin Watkins
Philip Evergood	Loren MacIver	Milton Wynne
Tana Hoban	David Stone Martin	Andrew Wyeth

Committee of Selection:

From the Museum:

Alfred H. Barr, Jr., Director of the Museum Collection
Edgar Kaufmann, Jr., Adviser to the Director of the Department
of Architecture and Design
Edward Steichen, Director of the Department of Photography
Monroe Wheeler, Director of Exhibitions and Publications
Philip C. Johnson, Director of the Department of Architecture and
Design
Mildred Constantine, Director of the Poster Program

and also:

Gyorgy Kepes, Professor of Visual Design, Massachusetts Institute
of Technology
Charles Coiner, Art Director and Vice President of N. W. Ayer
& Son

Jury of Awards:

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Philip C. Johnson, Director of the Department of Architecture
and Design
Mildred Constantine, Director of the Poster Program

and also:

Sally Lucas Jean, Consultant in Health Education, National Found-
ation for Infantile Paralysis
Charles Coiner, Art Director and Vice President of N. W. Ayer
& Son