The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

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Descriptive Sheet
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WORD AND IMAGE

An exhibition circulated under the auspices of The International Council of The Museum of Modern Art, New York.

This exhibition has been selected by Miss Mildred Constantine, Associate Curator of Graphic Design at The Museum of Modern Art from the Museum's collection of more than 1500 posters. Poster design is traced from the 1880's through the present day. Following the work of Jules Cheret, other rare early works by the Beggarstaff Brothers, Aubrey Beardsley, Alphons-Maria Mucha and Toulouse-Lautrec illustrate the Art Nouveau movement. Further examples represent the stylistic innovations of Russian Constructivism, the German Bauhaus and Dutch de Stijl in the 1920's, Cassandre - the French designer of the 1930's, war and political posters of the 1940's, art and film announcements of the 1950's, and the psychedelic posters of the present.

CONTENTS: 73 posters

COSTS:

1. A lending fee of $250 as a share towards the general expenses of assembly, preparation, packing, insurance, etc. to be paid to The Museum of Modern Art, New York for each single showing.
2. Transportation. Each participant is responsible for the expenses of transporting the exhibition from its previous center of display.
3. Local handling, customs clearance charges, installation expenses and publicity are all to be covered by individual exhibitors.
4. Catalogue Production.
   a. Text is available (both in Spanish and English) from The Museum of Modern Art, which can also supply black-and-white photographs and color transparencies of certain works.
   b. The extensive MOMA publication of WORD AND IMAGE, printed in 1968 for the expanded version of the exhibition, is available on application to Mrs. Marna Thoma of the Museum's Department of Publications. Depending on quantity, reductions ranging from 40% to 50% on the basic unit price of $15 are made to public museums.
   c. Exhibitors are, however, at liberty to produce their own catalogue. If they so choose, the Museum of Modern Art requires that we receive 12 complimentary copies.
5. Photographic Record. At the participant's expense, The Museum of Modern Art, for presentation to The International Council, also requires:
   a. Up to 12 35 mm. color transparencies illustrating the installation with visitors present
   b. 6 black-and-white 8 x 10 inch installation photographs

INSURANCE: The exhibition will be fully insured during transit and for the entire duration of each showing under our regular Fine Arts Policy.

AVAILABILITY: Eastern Europe, Spain, Latin America
January 1971 through December 1972

FNA Fundación NEMESIO ANTÚNEZ