

RECENT CZECH AND POLISH POSTERS

(Wall label)

The posters of Poland and Czechoslovakia retain a distinct cultural flavor in an increasingly international graphic language of advertising and publicity. A direct, often romantic expression which characterizes much of their poster art derives from a rich tradition of book illustration and folk art. This selection indicates the cultural vitality and some of the themes and graphic ideas in Czech and Polish posters over the past four years.

A new generation of designers has enlivened and expanded the inherited vocabulary with a more sophisticated imagery. The traditional painterly expression has been joined by, and often combined with, an inventive use of photography and typography. The photograph, in particular, has been successfully integrated into the idiom without producing a "photographic poster".

Within an economic system which provides little opportunity for commercial application, the postwar resurgence of the Czech and Polish poster is one aspect of the burst of cultural activity. The greater part of the total poster production is directed toward publicizing events: the theatre, films, and exhibitions. Their evocative nature allows the designer freedom of personal expression and an opportunity to explore the graphic form which best expresses the spirit of an event.

1. Cieslewicz, Roman (Poland). Dallapiccola Wiezién (The Prisoner). The Warsaw Opera. 1962.
 2. Cieslewicz, Roman (Poland). Glos Z Tamtego 'Swiata (A Voice from The Other World). Polish Film. 1967.
 3. Cieslewicz, Roman (Poland). Igraski Milosne (Love Games). French Film. 1963.
 4. Duda (Czechoslovakia). Kdyz Komedie Byla Králem (When Comedy was King). American Film. 1965.
 5. Hilmar, Jiri (Czechoslovakia). Módní Prehlídka Jaro-Léto (Spring Fashion Show). 1964.
 6. Kosinski (Poland). Romulus Wielki (Romulus the Great). The Dramatic Theatre of Poland. 1966.
 7. Lenica, Jan (Poland). Der Schatten (The Shadow). Polish Film. 1966.
 8. Lenica, Jan (Poland). Der Soldat (The Soldier). French Film. 1966.
 9. Lenica, Jan (Poland). Wozzeck. 1964.
 10. Lenica, Jan (Poland). Kordian. Polish National Theatre. 1965.
 11. Lenica, Jan (Poland). Faust. 1964.
 12. Teissig, Karel (Czechoslovakia). Tezká Léta (The Difficult Years). Italian Film. 1967.
 13. Vaca, Karel (Czechoslovakia). RO GO PA G. Italian Film. 1963.
 14. Ziegler, Zdenek (Czechoslovakia). Svedena A Opustena (Seduced and Abandoned). Italian Film. 1965.
- On list but not shown: Zeigler, Zdenek (Czechoslovakia). Ukradena 2
Vzducholod (The Stolen Airship). Czech Film. 1967.

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June 26 - Summer, 1968

Checklist

CIESLEWICZ, Roman. Poland.

Dallapiccola Wiezién (The Prisoner)

The Warsaw Opera. 1962.

Glos Z Tamtego 'Swiata (A Voice from the Other World)

Polish film. 1967.

Igraski Milosne (Love Games)

French film. 1963.

DUDA. Czechoslovakia.

Když Komedie Byla Králem (When Comedy was King)

American film. 1965.

HILMAR, Jiri. Czechoslovakia.

Módní Prěhlídka Jaro-Léto (Spring Fashion Show)

1964.

KOSINSKI. Poland.

Romulus Wielki (Romulus the Great)

The Dramatic Theatre of Poland. 1966.

LENICA, Jan. Poland.

Der Schatten (The Shadow)

Polish film. 1966.

Der Soldat (The Soldier)

French film. 1966.

Wozzeck

1964.

Kordian

Polish National Theatre. 1965.

Faust

1964

(more)

TEISSIG, Karel. Czechoslovakia.

Těžká Léta (The Difficult Years)
Italian film. 1967.

VACA, Karel. Czechoslovakia.

Ro Go Pa G
Italian film. 1963.

ZIEGLER, Zdenek. Czechoslovakia.

Ukradena Vzducholod (The Stolen Airship)
Czech film. 1967.

Svedena A Opustena (Seduced and Abandoned)
Italian film. 1965.

Collection: The Museum of Modern Art
Given by the artists

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