

THE MUSEUM OF MODERN ART

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EXHIBITION OF EUROPEAN POSTERS, DONATED BY BERNARD DAVIS,

TO GO ON VIEW AT MUSEUM

Posters done in Europe mostly in the early 1930s will be shown on the first floor of the Museum of Modern Art, 11 West 53 Street, from May 24 through July 30. The exhibition is composed of about 30 posters selected from more than 70 items recently donated to the Museum by Bernard Davis, well-known Philadelphia collector and philanthropist who is also Director of the National Philatelic Museum affiliated with Temple University.

The posters exhibited deal with such subjects as housing, ballet, tourism, films, the London Underground and various advertised products. They come from all parts of Europe and include the work of such artists as Cassandre, with his famous Dubonnet poster; Alexey Brodovitch's work for Martini; Herbert Matter on tourism; Man Ray's London Underground posters; André Masson on the Ballet Russe; and work by Colin, Nathan and others.

Mr. Davis in giving the collection to the Museum, says:

"I have been collecting posters for 20 years because I feel they are a very important art medium. The poster is the form of modern art most available to the greatest portion of the people who can see them on the streets. These posters have been carefully selected for their quality of design and because the artists who did them have been figures in other modern art forms. Like Toulouse-Lautrec's posters in his day, these works can change the appreciation of people for art. They are important too in the development of industrial design with which modern art is closely affiliated.

"It is of particular value for these works to be available in the Museum as a depository. I had great difficulty in collecting them and had to hunt all over Europe to find them. This is partly because they are usually discarded as soon as they are taken down and no one thinks of saving them; the shortage was made much greater during the war because governments confiscated all paper. When Carlu came to this country he found his posters in my Philadelphia collection though he had been unable to locate any of them anywhere else. This is of great value to the artist, which is another reason why these works should be owned by the Museum so that, just like the Museum's film collection, they will not be lost or destroyed.

"Other posters from my collection are now on an exhibition tour. When they return, these too will be added to the Museum Collection because I feel that the Museum of Modern Art is the most appropriate and most useful depository for them."

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