

**NEW INSTALLATION IN ARCHITECTURE & DESIGN GALLERIES
CELEBRATES MoMA'S ACQUISITION OF HELVETICA FONT**

50 Years of Helvetica

April 6, 2007-March 2008

The Philip Johnson Architecture and Design Galleries, Third Floor

NEW YORK, APRIL 6, 2007—This year marks the 50th anniversary of Max Miedinger and Edouard Hoffmann's design Helvetica, the most ubiquitous of all typefaces. Considered to be one of the most important typefaces of the 20th century, Helvetica communicates with simple, well-proportioned letterforms that convey an aesthetic clarity that is at once universal, neutral, and modern. In honor of the first typeface acquired for MoMA's collection, this installation presents more than 25 works that feature the Helvetica font, including posters, signage, and other graphic material demonstrating the variety of uses of this design classic. Original lead forms of the Helvetica typeface from 1956-57 will be on display, as well as the New York City Subway Map (1970) designed by Massimo Vignelli; a variety of album covers, including Massive Attack's *Blue Lines* (2001); and an American Apparel advertisement (2005). As a special feature in the exhibition, an excerpt of Gary Hustwit's documentary *Helvetica* (2007) reveals the typeface as we experience it in an everyday context. The exhibition is organized by Christian Larsen, Curatorial Assistant, Department of Architecture and Design, The Museum of Modern Art.

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