

INSTALLATION FEATURES POSTERS BY HUNGARY’S FOREMOST GRAPHIC ARTISTS: MIHÁLY BIRÓ, SÁNDOR BORTNYIK, AND BERTALAN PÓR

Seeing Red: Hungarian Revolutionary Posters, 1919

February 2, 2011–Ongoing

The Philip Johnson Architecture and Design Galleries, third floor

NEW YORK, December 15, 2010—In the wake of the First World War many artists and writers were seized by a new sense of political purpose. It is widely recognized that the events of 1917 and after galvanized revolutionary aspirations among European avant-gardes and the intelligentsia. ***Seeing Red: Hungarian Revolutionary Posters, 1919***, an installation in MoMA’s Philip Johnson Architecture and Design Galleries, features posters by three of Hungary’s foremost graphic artists, Mihály Biró, Sándor Bortnyik and Bertalan Pór, all of whom had been actively involved in the Socialist revolutionary movement that culminated in the short-lived Hungarian Republic of Councils in 1919. The Hungarian publishing, news, and film media were all centered in Budapest, and these posters, composed with dynamic, expressive figuration, became another potent medium for influencing popular opinion. In particular, Biró’s red-hammer-wielding man became one of the most well-known political images of the period, much repeated in Central European political iconography up to the present day. Fleeing from the right-wing backlash that followed the collapse of the Bolshevik revolution, the majority of Budapest’s cultural avant-garde sought refuge in cultural centers like Vienna, Moscow, and Berlin. The installation is organized by Juliet Kinchin, Curator, and Aidan O’Connor, Curatorial Assistant, Department of Architecture and Design, The Museum of Modern Art.

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For downloadable high-resolution images, register at MoMA.org/press.

Public Information:

The Museum of Modern Art, 11 West 53 Street, New York, NY 10019, (212) 708-9400

Holiday Hours 2010: Christmas Eve (Friday, December 24), 10:30 a.m.–3:00 p.m. (Museum closes early); Christmas Day (Saturday, December 25), closed; Sunday, December 26–Monday, January 3, 9:30 a.m.–5:30 p.m. (Museum opens one hour early); Tuesday, December 28, 9:30 a.m.–5:30 p.m. (Special Tuesday opening); New Year’s Eve (Friday, December 31), 9:30 a.m.–8:00 p.m.

Regular Hours: Wednesday through Monday: 10:30 a.m.–5:30 p.m. Friday: 10:30 a.m.–8:00 p.m. Closed Tuesday

Museum Admission: \$20 adults; \$16 seniors, 65 years and over with I.D.; \$12 full-time students with current I.D. Free, members and children 16 and under. (Includes admittance to Museum galleries and film programs). Target Free Friday Nights 4:00-8:00 p.m.

Film Admission: \$10 adults; \$8 seniors, 65 years and over with I.D. \$6 full-time students with current I.D. (For admittance to film programs only)