

## **Exhibition Explores How Photography, Graphic Design, and Magazines Transformed Mid-Century American Visual Culture**

### ***Modern Look: Photography and the American Magazine***

**NEW DATES: March 19 — July 11, 2021**

New York, NY, October 14, 2020 — The Jewish Museum will present ***Modern Look: Photography and the American Magazine***, an exhibition exploring how photography, graphic design, and popular magazines converged to transform American visual culture from 1930 to 1960. The exhibition will be on view from March 19 through July 11, 2021.

The exhibition highlights a time-period during which avant-garde strategies in photography and design reached the United States via European émigrés, including Bauhaus artists forced out of Nazi Germany. The unmistakable aesthetic made popular by such magazines as *Harper's Bazaar* and *Vogue* — whose art directors, Alexey Brodovitch and Alexander Liberman, were immigrants and accomplished photographers — emerged from a distinctly American combination of innovation, inclusiveness, and pragmatism.

Featuring over 150 works including photographs, layouts, and cover designs, the exhibition considers the connections and influences of designers and photographers such as Richard Avedon, Lillian Bassman, Lester Beall, Margaret Bourke-White, Louis Faurer, Robert Frank, William Klein, Lisette Model, Gordon Parks, Irving Penn, Cipe Pineles, and Paul Rand.

*Modern Look: Photography and the American Magazine* is organized by Mason Klein, Senior Curator, The Jewish Museum.

The accompanying catalogue by Mason Klein, with essays by Maurice Berger, Leslie Camhi, and Marvin Heiferman, is published by the Jewish Museum and Yale University Press. The essays draw a lineage from European experimental design to innovative work in American magazine design at mid-century and offer insights into the role of gender in fashion photography and political activism in the mass media.

## **Support**

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## **About the Jewish Museum**

Located on New York City's famed Museum Mile, the Jewish Museum is a distinctive hub for art and Jewish culture for people of all backgrounds. Founded in 1904, the Museum was the first institution of its kind in the United States and is one of the oldest Jewish museums in the world. Devoted to exploring art and Jewish culture from ancient to contemporary, the Museum offers diverse exhibitions and programs, and maintains a unique collection of nearly 30,000 works of art, ceremonial objects, and media reflecting the global Jewish experience over more than 4,000 years. The public may call 212.423.3200 or visit [TheJewishMuseum.org](http://TheJewishMuseum.org) for more information.

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