

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

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

New York, NY, March 26, 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.

During this time period, 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 both 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 being 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**

*Modern Look: Photography and the American Magazine* is made possible by The Mimi and Barry J. Alperin Family Fund, a gift from the estate of Gaby and Curtis Hereld, Phillip and Edith Leonian Foundation, Heidi and Richard Rieger, Wyeth Foundation for American Art, Lisa S. Pritzker, Ronit and Bill Berkman, John and Helga Klein, and Ellen Schwartz Harris. Additional support is provided by The Skirball Fund for American Jewish Life Exhibitions, Horace W. Goldsmith Exhibitions

Endowment Fund, The Alfred J. Grunebaum & Ruth Grunebaum  
Sondheimer Memorial Fund, and other generous donors.

### **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.

Location: 1109 Fifth Avenue at 92nd Street, New York City  
Hours: Saturday, Sunday, Monday, and Tuesday, 11am to 5:45pm; Thursday, 11am to 8pm; and Friday, 11am to 4pm.  
Admission: \$18.00 for adults, \$12.00 for senior citizens, \$8.00 for students, free for visitors 18 and under and Jewish Museum members. Free on Saturdays and select Jewish holidays.  
Information: The public may call 212.423.3200 or visit [TheJewishMuseum.org](http://TheJewishMuseum.org)

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Press contacts:

Daniela Stigh, 212.423.3330 or [dstigh@thejm.org](mailto:dstigh@thejm.org)

Anne Scher, 212.423.3271 or [ascher@thejm.org](mailto:ascher@thejm.org)  
[pressoffice@thejm.org](mailto:pressoffice@thejm.org) (general inquiries)

