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CONTACT:

Clark Baughan: Visual Arts Gallery Director

(505) 428-1501

cbaughan@sfccnm.edu

Todd Eric Lovato: Marketing and Public Relations

(505) 428-1216

todd.lovato@sfccnm.edu

SFCC Visual Arts Gallery Exhibition

**“The Polish Poster: Paradox, Metaphor and Symbolism”
Oct. 16 to Nov. 12, 2009**

Marty Rosenberg is available for interviews. High-resolution images available.

Santa Fe, NM, Oct. 1, 2009 — Santa Fe Community College’s [Visual Arts Gallery](#) presents “The Polish Poster: Paradox, Metaphor and Symbolism,” a selection of vintage Polish posters, in the SFCC Visual Arts Gallery, 6401 Richards Ave., Santa Fe. The exhibition opening takes place 5 to 7 p.m., Friday, Oct. 16. The exhibition runs through Nov. 12.

A collection of more than 40 posters represent the creative graphic work of pioneering Polish artists and poster designers, including Henryk Tomaszewski, Jan Lenica, Wiktor Gorka, Franciszek Starowieyski, Waldemar Swierzy. The selections at SFCC contain examples from film, political, theater, music, dance, exhibition, propaganda, sports, circus and jazz posters.

“Polish posters are known for their intellectual and cerebral impact,” explains Marty Rosenberg, an expert on Polish posters and owner of The Vintage Poster Gallery, at 901 Canyon Road, Santa Fe. “They grab you and draw you in, but they do so with their succinct design style. Successful poster design for the Polish artists, involved a visual message that was spontaneous, painterly, powerful in conveying the content, and unique in giving the viewer a mental shortcut to the movie or event depicted.”

A similar exhibition of Polish posters is on display at the Museum of Modern Art in New York.

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In addition to the exhibition, on Friday, Oct. 23, the gallery will screen “Freedom on the Fence,” a documentary examining the history of Polish posters and their significance to the social, political and cultural life of Poland. The screening takes place at 7 p.m. in the SFCC TV Studio, Room 563, on the SFCC Campus. Examining the period from World War II through the fall of Communism, the documentary captures the paradox of how this unique art form was supported and flourished within a communist regime and created a visual language that ultimately influenced graphic design around the world. Rosenberg will introduce the film and host a question and answer session afterward. The Visual Arts Gallery will remain open so attendees can view the exhibition following the film.

More about Marty Rosenberg:

Marty Rosenberg, who holds a doctorate in business from DePaul University, is among the world’s foremost collectors and authority on Polish posters. He has spent more than 25 years building the largest and most complete collection of original posters representing the internationally recognized Polish School of Design. Rosenberg was a senior lecturer in anthropology at New York’s American Museum of Natural History. He managed the professional ethics division of the American Institute of Certified Public Accountants and served as President and CEO of the Illinois CPA Society in Chicago. He currently serves on DePaul University’s Art Museum Advisory Committee and is a Founding Board Director of the International Vintage Poster Dealers Association. Mr. Rosenberg is owner of The Vintage Poster Gallery at 901 Canyon Road, Santa Fe.

About Santa Fe Community College

Santa Fe Community College serves more than 14,500 students per year in its credit, noncredit and adult basic education programs. The 20-year-old college offers academic, career and personal-enrichment programs and services to meet the needs of business, government and the region’s diverse population. The college contributes to the area’s economic, technological and cultural development by offering programs ranging from art to business management and directly addresses regional job shortages through its nursing, teacher education and culinary arts programs. For further information, visit www.sfccnm.edu or call (505) 428-1000.

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