



This 2009 poster project was made possible by the inspiration of The Works Projects (TWO) and the boldly colored and graphically diverse original posters produced from 1936 to 1943 as part of Franklin Delano Roosevelt's New Deal.

The New York poster division was the country's first, under the Federal Art Project of 1935. It was headed by Richard Floethe, a German-born internationally known industrial designer who was educated in the fundamentals of the aesthetic movement known as the Bauhaus. In *Art for the Millions*, Floethe stated that the divisions' goal was to "preserve the skill of the unemployed artist" and return artists "to private industry ... with more knowledge in their profession and greater confidence in themselves." Not only did the poster divisions succeed, but government support of the arts through the Federal Art Project gave new impetus to American artistic expression. The different approaches to poster design of the many artists associated with the WPA combined to create a truly original, American poster style. Floethe also wrote, "...the government unwittingly launched a movement to improve the commercial poster and raise it to a true art form."

In the history of the WPA art projects, over two million posters were printed from thirty-five thousand designs. Today, only about two thousand of the posters produced by all the poster divisions are known to exist.

For more information please contact janine@18thstreetart.com or visit www.18thstreetart.com for other projects.

