

# GOLDSTEIN MUSEUM OF DESIGN

364 McNeal Hall, 1985 Buford Avenue, Saint Paul, MN 55108  
612.624.7434; [gmd@umn.edu](mailto:gmd@umn.edu); <http://goldstein.design.umn.edu>

FOR IMMEDIATE RELEASE  
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## Alexey Brodovitch: Art Director

May 29 - September 20 2015  
Opening Party: May 29, 6-8pm  
33 McNeal Hall  
1985 Buford Ave. St. Paul, MN 55108



*Alexey Brodovitch: Art Director* celebrates the life and work of one of the most preeminent designers of the last century. Best known for his nearly quarter-century tenure at *Harper's Bazaar* (1934-1958), Brodovitch ushered in many of the Modernist innovations that shape what we think of today as contemporary magazine design. His lasting and far-reaching influence is seen throughout graphic design, advertising, photography, and design education. This exhibition illustrates Brodovitch's oeuvre as an art director and graphic designer through artifacts from the Goldstein Museum of Design and University Libraries collections; highlights include rare copies of Brodovitch's magazines, books, and design journals such as the short-lived but revolutionary *Portfolio* (1950-51).

**Guest Curators:** Ron Ott and Curt Lund

COLLEGE OF DESIGN  
UNIVERSITY OF MINNESOTA

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## General Information

The Goldstein Museum of Design (GMD), part of the University of Minnesota's College of Design, supports design teaching, research, and discovery through exhibitions, publications, programs, and partnerships.

## Location

Gallery 241 is on the second floor of McNeal Hall, 1985 Buford Ave., St. Paul, MN 55108

## Gallery 241 Hours

Tuesday-Friday 10:00am-5:00pm  
Weekend 1:30pm-4:30pm  
Closed Mondays and all University holidays  
Free admission

## Parking

Parking is in Gortner Ramp at 1395 Gortner Avenue and the lot at the top of Lower Buford Circle. Bicycle racks are available by the west entrance to McNeal Hall.

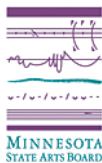
## Accessibility

Metered handicapped parking is available in front of the Lower Buford Circle entrance. Handicapped parking is also available on Upper Buford Circle at the north end of the building.

An automatic door is located just around the corner from the metered handicapped parking at the back east side of the building. Visitor drop-off/pick-up is available at the accessible Buford Avenue south entrance and the west entrance on Lower Buford Circle.

## Public Transit

For bus information, call (612) 373-3333 or visit <http://www1.umn.edu/pts/bus/connectors.html> or <http://www.metrotransit.org/>



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