

# GOLDSTEIN MUSEUM OF DESIGN

364 McNeal Hall, 1985 Buford Avenue, Saint Paul, MN 55108  
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FOR IMMEDIATE RELEASE  
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## Historic Posters Offer a Unique View into the 1920s Work Place

### *“Say it With Snap!”* Opening Party

September 13, 2013 at Goldstein Museum of Design,  
Gallery 241  
Exhibition open September 14, 2013 – January 6, 2014



Artist Unknown, Mather & Company,  
*Say It With Snap! Get To The Point.*,  
1925, color lithograph, 44 x 36 inches,  
courtesy Ronald, Elizabeth, and  
Lauren DeFilippo.

Can posters inspire employees to improve their work habits and increase productivity? Between 1923 and 1929, Chicago-based Mather & Company answered the needs of a rapidly changing American work force by issuing colorful posters with catchy slogans designed to cajole, coax, and even admonish employees to perform at their best. The content in these historic posters captured a moment in time not unlike our own: when changes in society and employment trends upended the relationship between workers and management.

*“Say it With Snap!”: Motivating Workers by Design, 1923-1929*, which opens September 14th at the Goldstein Museum of Design in Gallery 241 (at McNeal Hall on the University of Minnesota’s St. Paul campus) surveys the visual strategies and thinking behind the Mather & Company posters. The exhibition shows how the direction of the graphic messages changed over time, shifting from incentives targeting white-collar workers and their managers in the early years to a greater focus on factory workers.

Co-curator Dulce Roman sees Mather’s images as signposts of a unique kind of optimism. Such posters, she observed in a 2010 *New York Times* review, “reinforce the idea that life goes on in spite of great economic hardship.” She added, “I hope viewers will consider the radically different economic times experienced between the boom . . . of the 1920s and the hardship of the Depression . . . and realize that these periods are cyclical.”

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The opening reception for “Say it with Snap!” will be Friday, September 13, 6-9pm at Gallery 241 in conjunction with the “Ink Link: Letterpress Mixer” (an AIGA Pivot event). Admission to the opening party is free. Light hors d’oeuvres and cash bar provided.

The “Ink Link” event is 6:30–9:00 PM in the basement level print studios in McNeal Hall. \$10 general admission, students free. Registration for Ink Link at: [http://register.cce.umn.edu/Course.pl?sect\\_key=187658](http://register.cce.umn.edu/Course.pl?sect_key=187658) Ink Link information at: <https://events.umn.edu/028665>

“*Say it With Snap!*” is co-curated and organized by Dulce Maria Roman, Curatorial Chair and Curator of Modern Art at the Samuel P. Harn Museum of Art at the University of Florida in Gainesville; and Jon Williams, Andrew W. Mellon Curator of Prints and Photographs at the Hagley Museum and Library in Wilmington, DE. The exhibition is toured by ExhibitsUSA, a national program of Mid-America Arts Alliance. ExhibitsUSA sends more than twenty-five exhibitions on tour to more than 100 small and midsize communities every year. Mid-America is the oldest nonprofit regional arts organization in the United States. More information is available at [www.maaa.org](http://www.maaa.org) and [www.eusa.org](http://www.eusa.org).

## 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

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

## McNeal Gallery Hours

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

## Parking

Parking is in Gortner Ramp at 1395 Gortner Avenue and the lot at the end of Buford Circle. Bicycle parking is available at the main entrance of 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.

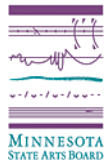
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An automatic door is located just around the corner from the metered handicapped parking at the back of the building. Visitor drop-off/pick-up is available at the accessible Buford Avenue entrance and the accessible first entrance on the Lower Buford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

## Public Transit

For bus information, call (612) 373-3333 or visit <http://metrotransit.org/tripplanner/>



Support for this exhibition and programs provided by the Goldstein Museum of Design, the College of Design, and generous individuals. In addition GMD programming is made possible in part by a grant provided by the Minnesota State Arts Board through an appropriation by the Minnesota State Legislature from the Minnesota arts and cultural heritage fund with money from the vote of the people of Minnesota on November 4, 2008, and a grant from the National Endowment for the Arts.