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GUSTAV KLUTSIS & SOVIET PROPAGANDA

From Constructivist Utopia to Social Realist Gulag

May 10 - June 28, 1997

All works in the exhibition are by Gustav Klutsis (b. Latvia 1895, d. Butovo prison ca 1938).

References:

- "Folkwang" = Glaube Hoffnung Anpassung: Sowjetischer Bilder 1928-1945, Museum Folkwang, Essen, 1995
- "Fridericianum" = Gustav Klutis Retrospective, Museum Fridericianum Kassel, Verlag Gerd Hatje, Kassel, 1991
- "Guggenheim" = The Great Utopia: The Russian & Soviet Avant-Garde, 1915-1932, Guggenheim Museum, New York, 1992
- "IVAM" = Utopia, Ilusion y Adaptacion: Arte Sovietico 1928-1945, IVAM Centro Julio Gonzalez, Valencia, 1996
- "MoMA" = The Modern Poster, Stewart Wrede, Museum of Modern Art, New York, 1988
- "Princeton" = Building the Collective: Soviet Graphic Design 1917-1937, Princeton Architectural Press, 1996
- "Walker" = The 20th century Poster: Design of the Avant-Garde, Walker Art Center, Minneapolis, Abbeville Press, 1984

1. *We Shall Repay the Coal Debt to Our Country*, 1930
Lithograph/photomontage poster (Japan paper backed)
40 1/2" x 28 1/4"
Reference: Fridericianum, plate 225; Guggenheim, plate 450; MoMA, plate 151; Princeton, cover & plate 91
2. *The Storm. The Third Year of the Five Year Plan*, 1930
Lithograph/photomontage poster (Japan paper backed)
40 1/2" x 28 1/4"
Reference: Folkwang, page 11; MoMA, plate 150
3. *We Shall Repay the Coal Debt to Our Country*, 1930
Collage of 3 silver prints with pencil and type
5 1/4" x 8 1/2"
Possibly a maquette for Izo Front

4. *The Storm. The Third Year of the Five Year Plan*, 1930
Vintage gelatin silver print
Signed and dated on mount recto
6 3/8" x 4 3/8"
Collection Merrill C. Berman

5. *May 1, International Proletariat Solidarity Day*, 1930
Lithograph/photomontage poster (Japan paper backed)
41 3/4" x 29 1/4"
Reference: Fridericianum, plate 226; IVAM, page 53

6. *Shower* (Illustration for Gornyj), 1926
Vintage gelatin silver print
Authentication by Klutssis's son in pencil on verso
23"x17 1/2"
Reference: Fridericianum, plate 188

7. *Building Socialism Under the Banner of Lenin*, 1930
Lithograph/photomontage poster (Japan paper backed)
38 1/2" x 29"
Reference: Fridericianum, plate 234; Guggenheim, plate 432; IVAM, page 63

8. *(Building Socialism Under the Banner of Lenin)*, 1930
Vintage gelatin silver print of photomontage (damaged)
Pencil authentication by Klutssis's son on verso
23" x 17 1/4"

9. *Hoist the Banner of Marx, Engels, Lenin & Stalin*, 1933
Lithograph/Photomontage poster (linen backed)
33 1/2" x 68"
Reference: Fridericianum, plate 257 (interim state)

10. Untitled (Hoist the Banner constructions in Moscow Square), 1933
Vintage gelatin silver print
Pencil authentication by Klutssis's son on verso
3 1/2" x 6"

11. Untitled (Hoist the Banner constructions in Moscow Square), 1933
 Vintage gelatin silver print
 Signed in purple ink, titled & notations in pencil on verso
 5" x 7"
 Giant constructions of the images from "Hoist the Banner of Marx, Engels, Lenin and Stalin" were erected in the square outside the Moscow Hotel for the October celebrations in 1933.

12. (Hoist the Banner of Marx, Engels, Lenin and Stalin), 1933
 Vintage gelatin silver print
 Authentication by Klutssis's son on verso
 4" x 9" (image)
 Note that this is not the final version of the design as used in the poster

13. *Anti-Imperialist Exhibition*, 1931
 Lithograph/photomontage poster (Japan paper backed)
 54 1/2" x 41 1/4"
 Collection of the Museum of Modern Art, New York. Gift of the Lauder Foundation (Leonard and Evelyn Lauder Fund). 36.97
 Reference: Fridericianum, plate 158; IVAM, page 56

14. Untitled photomontages from special issue of *Molodya Guardia* "For Lenin," 1924
 Letterpress/photo-offset
 9 1/4" x 6 1/2" each
 See display case for a copy of this book in its entirety
 Reference: Fridericianum, plates 173-175

15. *Spartakiada*, 1928
 Lithograph/photomontage postcards
 5 3/4" x 4" each
 Reference: Fridericianum, plate 208; IVAM, page 72; Princeton, plate 56

16. *Spartakiada*, 1928
 Lithograph/photomontage postcard
 5 3/4" x 4"
 (Four other individual postcards available separately)

17. *Spartakiada*, 1928
 Vintage gelatin silver print
 Stamped "G. Klutssis" several times on verso
 6 1/4" x 4"

18. Untitled sketch for a poster design, ca 1930
Graphite and crayon on paper mounted to newsprint
9 1/4" x 6 3/4"
19. Untitled working sketches for a poster, ca 1930
Graphite and crayon
6 1/4" x 8 1/2"
A pencil working sketch of "Everyone to the Election of the Soviets" is on the verso of this drawing.
20. *Let's Create a Million Qualified Workers for 518 New Factories*, 1931
Lithograph/photomontage poster (linen backed)
56" x 40"
Reference: Fridericianum, plate 230
21. *The People Decide Everything*, 1936
Lithograph/photomontage poster (linen backed)
76" x 28"
22. *The Victory of Socialism in our Country is Assured*, 1932
Lithograph/photomontage poster (linen backed)
57" x 40 1/4"
This is the rare, two-sheet version of this design
Reference: Folkwang, page 127; Fridericianum, plate 238;
Guggenheim, plate 451; IVAM, page 83
23. *The Victory of Socialism is Assured*, 1932
Vintage gelatin silver print
Pencil authentication by Klutssis's son on verso
6 1/2" x 4 1/2"
This is the final version of the photomontage for the four-sheet version of the poster, lacking lettering at bottom.
24. *The Development of Transport is a Major Objective of the Five Year Plan*, 1929
Lithograph/photomontage poster (linen backed)
28 1/2" x 20"
Reference: Fridericianum, plate 215; Guggenheim, plate 433; IVAM, page 6; MoMA, plate 147; Walker, page 143
25. *Following the Example of the Best Shock Brigades, We Will Have a*

Successful Harvest, 1931

Lithograph/photomontage poster (Japan paper backed)

39 1/2" x 28"

An unsigned poster now attributed to Klutssis. Reproduced as such in *Utopia, Ilusion y Adaptacion*, Valencia, 1996, page 39.

Reference: IVAM, page 39

26. *We Will Fulfill The Five Year Plan in Four Years*, 1930

Lithograph/photomontage poster (Japan paper backed)

41" x 27 3/4"

Reference: IVAM, page 84; Princeton, plate 62

27. *The Reality of our Program is Real People: It's You and Me*, 1931

Lithograph/photomontage poster (linen backed)

56 3/4" x 41"

Reference: Fridericianum, plate 244

28. *We Stand as One for Peace, and We Will Fight for Peace, But We Fear no Threat and are Ready to answer Aggressors Blow for Blow*, 1932

Lithograph/Photomontage poster (linen backed)

69 1/4" x 27 1/4"

Reference: Fridericianum, plate 265

29. *Long Live Lenin's Komsomol Millions*, 1932

Lithograph/photomontage poster (linen backed)

58" x 41 1/4"

30. *Without Heavy Industry We Cannot Build Any Industry*, 1930

Lithograph/photomontage poster (Japan paper backed)

41 1/2" x 28 1/2"

Reference: Fridericianum, plate 217; Guggenheim, plate 435

31. Untitled study for Politburo portrait, 1935

Vintage gelatin silver print

Pencil authentication by Klutssis's son on verso

3" x 4 1/2"

This print was exhibited in "Glaube Hoffnung Anpassung" at Museum Folkwang, Essen, Germany, 1995 (Illustrated page 79 of catalogue) and "Utopia, Ilusion y Adaptacion" at IVAM, Valencia, Spain, 1996 (Illustrated page 103 of catalogue). The "non-persons" cut from this interim photomontage have not been identified.

32. *Politburo of the USSR, 1935*
Vintage gelatin silver print
Pencil authentication by Klutssis's son and a pencil drawing on verso
4 3/4" x 7"
This print was exhibited in "Glaube Hoffnung Anpassung" at Museum Folkwang, Essen, Germany, 1995 (Illustrated page 79 of catalogue) and "Utopia, Ilusion y Adaptacion at IVAM, Valencia, Spain, 1996 (Illustrated page 103 of catalogue). The "non-persons" cut from this photomontage have not been identified.
33. *USSR Shock Brigade of the World Proletariat, 1931*
Vintage gelatin silver print with gouache
7" x 4 3/4" (image)
Middle figure in second row, Rudzutok, has been blacked out, presumably by Klutssis. This is the final version of the poster, but before the background has been smoothed out.
Reference: Fridericianum, plate 259 (poster)
34. *The Aim of the Confederation....., 1933*
Vintage gelatin silver print
Signed in purple ink on verso
9 1/4" x 7"
There is a watercolor experiment on verso of this print. Also, the surface is scored as if for cropping. This is the final version of the photomontage before the lettering, which was added at bottom. The design was used as a poster to commemorate the fiftieth anniversary of the death of Karl Marx.
35. *USSR Shock Brigade of the World Proletariat, 1931*
Vintage gelatin silver print
Pencil authentication by Klutssis's son on verso
6 1/2" x 4 3/4"
This is the final version of this photomontage.
36. *The Party with the Backing of the Masses, 1938*
Vintage gelatin silver print
Pencil authentication by Klutssis's son on verso
7" x 5"
This print was exhibited in "Glaube Hoffnung Anpassung" at Museum Folkwang, Essen, Germany, 1995 (Illustrated page 79 of catalogue) and "Utopia, Ilusion y Adaptacion at IVAM, Valencia, Spain, 1996 (Illustrated page 103 of catalogue). The "non-persons" cut from the right edge of this interim photomontage have not been identified. This is not the final version of this photomontage.
37. *The People Decide Everything, 1936*

- Vintage gelatin silver print
Authentication by Klutis's son in pencil on verso
6" x 2 1/2"
38. Untitled study for Dnieper Electrification Project, 1932-1933
Vintage gelatin silver print
Authentication by Klutis's son in pencil on verso
6 3/4" x 5 1/2"
39. Untitled study for a Pravda illustration, 1932
Vintage gelatin silver print
Authentication by Klutis's son in pencil on verso
5" x 6"
40. *The Heroic Generation Lives*, 1935
Vintage gelatin silver print
Signed in purple ink on verso
5" x 7 1/4" (image)
There is a lengthy caption (in Cyrillic) in pencil on verso, along with Klutis's signature in purple ink. This is the final version of this photomontage before the lettering.

Display Case

1. Literary Gazette, Issue number 60, 1937
Newspaper
23 1/2" x 16 1/4"
2. Construction of Moscow, 1928/29
12" x 9 1/4" each (paper)
12 issues (11 from 1928 plus number 1 of 1929)
Klutis and Vasily Elkin together designed all the covers for the 1928 issues of this monthly publication.
Reference: Guggenheim, plate 519
3. Molodya Guardia, Special Issue "For Lenin," Moscow, Feb.-March, 1924
10 1/4" x 7 1/2" (hard cover)
Contains 10 red-black-and-white photomontages by Klutis (and 6 others by Rodchenko, Stepanova, and Senkin)
Reference: Fridericianum, plates 173-175

4. Aleksey Kruchenyk, *Methods of Lenin's Speeches*, Moscow, 1928
6 3/4" X 5 1/4" (paper)
Cover, layout and illustrations of "Radio Orators" by Klutss
Reference: *Fridericianum*, plate 152
5. A. Vezimenski, *Party Card* number 224332, Moscow-Leningrad, 1930
6 3/4" x 5" (paper)
Front and back covers by Klutss
Reference: *IVAM*, page 58
6. Aleksey Kruchenyk, *Esenin the Hooligan*, Moscow, 1926
7" x 5" (paper)
Cover design by Klutss
Reference: *Fridericianum*, plate 150
7. Boris Pasternak et al, *Kruchenyk Lives!*, Moscow, 1925
7 1/2" x 5 3/4" (paper)
Cover design by Klutss
Reference: *Fridericianum*, plate 151
8. Aleksey Kruchenyk, *On the Fight with Hooliganism in Literature*, Moscow, 1926
6 3/4" X 10" (open) (paper)
Cover designs (front and back) by Klutss
Reference: *Fridericianum*, plate 149
9. Feliksa Cona, ed., *In Memory of Dead Leaders*, Moscow, 1927
13 1/2" x 10 1/2" (hard cover)
Cover design (front and back) by Klutss
Reference: *Fridericianum*, plate 195; *Princeton*, plate 27
10. *Artists' Brigade*, number 1, 1931
11 1/4" x 8 1/2" (paper)
Back cover reproduces Klutss's "Everyone to the Election of the Soviets." Front cover is by Solomon Telingater with a Boris Ignatovich photograph.
11. *Art Front. The Class Struggle on the Front of three-dimensional Arts*, Moscow-Leningrad, 1931
7" x 5" (hard cover)
Declarations & articles by October artists
Cover, illustrations and article on photomontage by Klutss
Reference: *IVAM*, page 42
12. S. Dulin, *Physical Fitness on Socialist Tracks*, Moscow, 1930

6 3/4" x 5 1/2"

Printer's proof of cover design by Klutss

13. Lebedev, ed., The Socialist Poster, Moscow-Leningrad, 1932
8 1/4" x 6" (paper)
Cover, illustrations and article on photomontage by Klutss