



## Edward Penfield

### Title

Poster for Harper's New Monthly Magazine, March 1899

### Medium

Color lithograph on paper

### Date

1899

### Dimensions

15 1/4 x 10 3/4 in. (38.7 x 27.3 cm)

### Accession number

2008.19

### Credit Line

Gift of Jane Penfield, 2008

### Web Description

In his work for Harper's, Edward Penfield established a widely recognizable visual identity for the company's

leading publication, Harper's New Monthly Magazine. Beginning in 1893, while studying at the Art Students' League, Penfield began designing the publication's monthly advertising posters promoting upcoming issues. His simple forms, bold outlining of shapes, and lack of shading became the foundation of the American Poster Movement. He served as art editor at Harper's for more than ten years and created seventy-five posters for them. After leaving Harper's in 1901, Penfield's free-lance career was just as successful, working for The Saturday Evening Post and other prominent publications. Well-respected among his colleagues, he taught at the Art Students League and was the president of the Society of Illustrators.