



Edward Penfield

Title

Poster for Harper's New Monthly Magazine, March 1899

Medium

Color lithograph on paper

Date

1899

Dimensions

15 1/4 × 10 3/4 in. (38.7 × 27.3 cm)

Catalogue 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.