Related Programs

Taste of Art: Cooking American
Aug. 9 (Saturday) 9 a.m.–12:30 p.m.
Explore a wartime era of food rationing, opulent dining, and melting pot possibilities in an exhibition tour and cooking workshop led by Maite Gomez-Rejon of ArtBites. $90.
Registration: brownpapertickets.com or 800-838-3006.

Book Group Series: Notable Novels of World War I
Aug. 20–Nov. 19 (Wednesdays) 10 a.m.–noon
Explore themes from the First World War in a book discussion series led by facilitator Judith Palarz. The reading list includes All Quiet on the Western Front by Erich Maria Remarque, Birdsong by Sebastian Faulks, The Good Soldier by Ford Madox Ford, and Regeneration by Pat Barker. (Receive a 10 percent discount on series titles in The Huntington gift shop by showing your registration confirmation.) $95.
Registration: brownpapertickets.com or 800-838-3006.

Curator Tour
Aug. 28 (Thursday) 4:30 p.m.
Join David Mihaly, the Jay T. Last Curator of Graphic Arts and Social History, for a private tour of the exhibition. $15.
Registration: brownpapertickets.com or 800-838-3006.

Family Cooking Class: Homemade Preserves
Oct. 25 (Saturday) 9:30 a.m.–12:30 p.m.
Taking inspiration from the colorful posters in the exhibition, preserving expert chef Ernest Miller leads an engaging history lesson and hands-on workshop on how to make homemade preserves. Ages 7–12. $35. Fee includes one accompanying adult.
Registration: brownpapertickets.com or 800-838-3006.

This exhibition is made possible by the Robert F. Erburu Exhibition Endowment. Special thanks to Elizabeth Norris for her time and expertise.

Posters of the First World War
Aug. 2–Nov. 3, 2014
The Huntington Library, Art Collections, and Botanical Gardens
Library, West Hall
“Your Country Calls! Posters of the First World War” marks the 100th anniversary of the start of the war, which involved the world's major economic powers of the time and took the lives of some 9 million combatants. More than 70 million military personnel engaged in battle, with leading nations such as England, France, and the United States on one side and Germany, Austria-Hungary, and the Ottoman Empire on the other. Drawn entirely from the vast prints and ephemera collections at The Huntington, “Your Country Calls!” displays vintage posters created to shape and influence national identity, build unity across international borders, and mobilize citizens into action for the collective effort to win the war.

Before the war, American and European artists had been skillfully combining advertising with graphic design. At no time was this more prevalent than in the 1890s, when works promoting products, publications, and special events elevated posters to a recognizable art form that not only was displayed as outdoor publicity but also was exhibited in galleries and collected by an international market. Two decades later, after war broke out among European powers on July 28, 1914, a new wartime communications platform was ready to be launched: widespread, organized propaganda in the form of posters. From the early recruiting campaigns to the reconstruction movements of the 1920s, the poster raised popular awareness of current events and encouraged personal involvement and action.

Organized into six sections, “Your Country Calls!” explores the poster as a tool of influence used by governments, citizenry groups, and charities to inform, boost morale, shape beliefs, and sway popular opinion. The exhibition also looks at the volunteer army of accomplished artists that provided the stunning displays of visual impact.
TREAT’EM ROUGH!

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United States Tank Corps.