



**The Sixth Floor Museum presents**

***Sign of the Times: The Great American Political Poster 1844–2012***

*Museum is first venue for traveling exhibit - opening February 3, 2016*

**DALLAS, TX – January 27, 2016:** The Sixth Floor Museum at Dealey Plaza will be the first venue to host the traveling exhibit *Sign of the Times: The Great American Political Poster 1844–2012*. *Sign of the Times* showcases the most exciting and rarely seen posters created in the last 170 years, exploring a variety of American political poster styles, design trends and printing technology. The exhibit opens Wednesday, February 3, 2016, and is included with admission to the Museum.

The American political poster as an art form has played a minor cultural role in American history, despite its effectiveness in conveying a political message to millions of voters often through the skillful use of visual communication. *Sign of the Times* brings striking political graphics to the forefront and shows the great American political poster as art.

*Sign of the Times* was curated by Hal Wert, Ph.D., collector and professor of history at Kansas City Art Institute, and organized by Exhibits USA/Mid-America Arts Alliance.

**Press are invited to preview the exhibit on Tuesday, February 2, 2016, at 4:30 p.m. and stay for the exhibit opening lecture at 6 p.m. Dr. Wert will be available for media interviews from 4:30 – 5:30 p.m.**

**Exhibition:** *Sign of the Times: The Great American Political Poster 1844–2012*

**Runs:** February 3, 2016 - March 10, 2016

**Museum Hours:** Monday 12 p.m. – 6 p.m.; Tuesday – Sunday 10 a.m. – 6 p.m.

**Location:** 411 Elm Street, Dallas, TX 75202

**Admission:** \$16 Adult, \$14 Senior, \$13 Youth (children aged 5 and under are free)

**Contact:** 214.747.6660 or go to [jfk.org](http://jfk.org)

### About ExhibitsUSA

This exhibition is toured by ExhibitsUSA, a national program of Mid-America Arts Alliance. ExhibitsUSA sends more than 25 exhibitions on tour to over 100 small- and mid-sized communities every year. These exhibitions create access to an array of arts and humanities experiences, nurture the understanding of diverse cultures and art forms, and encourage the expanding depth and breadth of cultural life in local communities. For more about ExhibitsUSA, email [MoreArt@maaa.org](mailto:MoreArt@maaa.org) or visit [www.eusa.org](http://www.eusa.org).

### About Mid-America Arts Alliance

Mid-America Arts Alliance (M-AAA) strengthens and supports artists, cultural organizations, and communities throughout our region and beyond. We achieve this primarily through our national traveling exhibition programs, innovative leadership development, and strategic grant making. We are especially committed to enriching the cultural life of historically underserved communities by providing high quality, meaningful, and accessible arts and culture programs and services. Each year M-AAA's programs, on average, reach one million people. We believe in more art for more people. Additional information about M-AAA is available at [www.maaa.org](http://www.maaa.org).

### About The Sixth Floor Museum

The Sixth Floor Museum at Dealey Plaza chronicles the assassination and legacy of President John F. Kennedy; interprets the Dealey Plaza National Historic Landmark District and the John F. Kennedy Memorial Plaza; and presents contemporary culture within the context of presidential history. Located at 411 Elm Street in downtown Dallas, the Museum is open Monday 12 p.m. to 6 p.m. and Tuesday – Sunday 10 a.m. to 6 p.m. Audio guides for the permanent exhibit are included with admission and available in a variety of languages, as well as ASL. For more information, visit [www.jfk.org](http://www.jfk.org) or call 214.747.6660.

###