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**The art of the New Deal**

## USPS murals and sculptures licensed for purchase

It's easy to take the murals, sculptures and wall reliefs that decorate Post Office lobbies around the country for granted — we see them everyday. But they constitute the largest public art collection owned by any federal agency, says Federal Preservation Officer Dallen Wordekemper.



New Deal murals like this one at Truth or Consequences, NM, will soon be featured in the American Postal Collection.

The 1,200 murals and 400 sculptures in Post Offices nationwide are among the Postal Service's most treasured assets. The artworks were commissioned through President Franklin Roosevelt's New Deal program during the Great Depression. Between 1934 and 1943, every new Post Office built had a budget that included 1% for art.

"The Postal Service has an incredible collection with unrealized potential to enrich people's lives and bring in revenue," says Licensing Senior Program Manager Joe Kaminski. "Our licensing projects will generate revenue and raise public awareness of the art so it can be enjoyed by the American people."

As a pilot program, the Postal Service displayed and sold reproductions of Southwestern-themed Post Office murals at the Santa Fe, NM, Indian market — and made more than \$10,000.

To preserve this revenue potential, those who want to photograph or film art in Post Offices for commercial purposes must have approval from USPS Licensing, says Kaminski.

Look for the murals to be licensed for many items, including furniture and greeting cards, as part of the American Postal Collection. To see more examples, click on this link: [USPS Mural Artwork](#).

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