For More Information Contact

PennHouse Productions 404-822-1078

carrie@pennhouseproductions.com

**Museum of Design Atlanta Presents**

**Paul Rand: Defining Design**

**October 27, 2013 through January 26, 2014**

Atlanta (June 19, 2013) – The Museum of Design Atlanta (MODA) celebrates the master of graphic design this fall with the opening of “Paul Rand: Defining Design.” Highly regarded as the “godfather of American Modernism”, Rand set the standard for 20th century advertising and graphic design. The exhibition will run October 27 through January 26, 2014 and will kick off with a costume party “Come as Your Favorite Font” on Saturday, October 25 from 7 to 10 p.m.

American designer Paul Rand (1914 – 1996) defined design as a unified activity, based on analysis and governed by imagination; the synthesis of form and content. Throughout his lengthy career spanning over 60 years – in which he created some of world’s most successful and recognizable logos such as those for IBM, Westinghouse, UPS, and ABC – his design work was governed by fundamental principles that artists and philosophers have used for centuries: scale, proportion, light, shade, rhythm, pattern and many, many more. Today, designers across the world derive influence and inspiration from his work, acknowledging that he set new standards for graphic design.

Aside from the physical work, he also was a prolific author and teacher. His books simplified complex philosophies on art and design and they have become some of the most highly sought-after sources on design philosophy.

“Paul Rand: Defining Design” presents his work in an entirely new way by juxtaposing his iconic designs with some of the writings from his books “Thoughts on Design”, “A Designer's Art”, “Design Form and Chaos”, and “From Lascaux to Brooklyn”. Visitors will get a deeper insight into Rand's work through his own words and discover what can elevate an ordinary design into something to be considered art.

In addition, short films, interviews, access to the official Paul Rand website and rare and never-before-seen work will further illuminate this legendary designer’s thoughts on the design process.

The exhibition is curated by Daniel Lewandowski, creator of the website www.Paul-Rand.com. Sponsorships are available.

**About Museum of Design Atlanta (MODA)**

MODA opened in its new home in Midtown in March 2011, and is the only museum in the Southeast devoted exclusively to the study and celebration of all things design.  MODA advances the understanding and appreciation of design as the convergence of creativity and functionality through exhibitions, education and programming for visitors of all ages. MODA’s vision is of a world that celebrates design as a creative force that inspires change, transforms lives and makes the world a better place. MODA regularly features exhibitions of architecture, industrial and product design, interiors and furniture, graphics, fashion, and more.  For more information, visit: www.museumofdesign.org or call 404-979-6455.

Museum Hours at 1315 Peachtree are:

Monday Closed

Tuesday 10am-5pm

Wednesday 10am-5pm

Thursday 10am-5pm

Friday 10am-5pm

Saturday 10am-5pm

Sunday 12-5pm

###