

Paul Rand | *Modern by Design*

HIS LIFE, WORK AND THOUGHTS

A MODA EXHIBIT PROPOSAL



Paul Rand | A Designer's Life

HIS LIFE, WORK & THOUGHTS ON DESIGN

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Paul Rand | American Modernist Master

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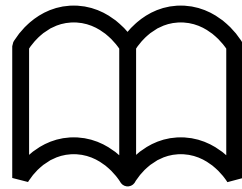
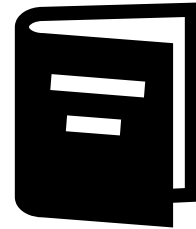
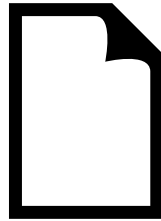
Paul Rand | Modern by design

HIS LIFE, WORK & THOUGHTS ON DESIGN

A MODA EXHIBIT PROPOSAL

Sponsorship proposal for a MODA exhibit





Ever wonder where a logo is born?

A poster?

A book cover?

A magazine ad?

Even though we see hundreds everyday,
we don't ever stop to wonder why or who created them.

Design and branding has always been an integral part
of our society, influencing the shape of our products,
our likes, our dislikes...

But who are these people creating these objects with
such power?



Paul Rand is considered one of America's greatest and most prolific designers. Whether it be advertising, posters, book covers, or logos, he has created some of the longest lasting, most recognized identities and symbols in the world. IBM, ABC, UPS, Westinghouse...these are just a few that have been seen by billions.

His work and teachings about the fundamentals of design laid the groundwork for modern design and branding that are as fresh today as when they were first written.

Generations of designers and artists who shape our culture have been and continue to be influenced by him.

Paul Rand was born Peretz Rosenbaum on August 15, 1914 in Brooklyn, New York where he discovered drawing as a child by copying the advertisements in his family's local grocery shop. He would sit for hours drawing and would even create murals and signs for his elementary school. His formal arts-related training included Pratt Institute, Parsons School of Design, and Art Students' League with George Grosz. Most of his classes he found useless and uninspiring, prompting him to look for inspiration in magazines and books, proclaiming "whatever little [he] learned, [he] learned by doing [him]self."

Spending hours at the New York Public Library studying what he could find, he stumbled upon *Gebrauchsgraphik*, a publication from Europe featuring some of the greatest modern artists at the time including Paul Klee, Laszlo Moholy-Nagy, Le Corbusier, E. McKnight Kauffer and many others. Studying not just their styles but also their philosophies, young Rand was drawn to the art and power of the visual language. He became a voracious reader and his eventual library housed thousands of the most important design books of the time. They informed and shaped the development of his ideas on design for the rest of his life through 3 distinct design careers, spanning over 60 years.

His first formative years as a freelancer were filled with the standard fare of paste-up artwork and other menial tasks. But because of his fierce tenacity and passion for design, he was given full creative license as Art Director of *Esquire* and *Apparel Arts* magazine at the age of 22, an unparalleled feat at the time. This newly found artistic freedom allowed him to create historic covers and editorial layouts for *Direction* and *Apparel Arts*. Following the success and visibility this afforded him, he became the Art Director at William H. Weintraub Advertising Agency from 1941-1955. Clients included Coronet Brandy, El Producto Cigar Company, Disney Hats, Dubonnet, Stafford Fabrics, Ohrbach's Department Store, Kaufmann's Department Store, Olivetti Typewriters and many others.

While there, he explored "branding" before it was a mainstream term. His developing theories on design and die-hard nature to maintain the highest artistic standards possible allowed him to create highly memorable brand identities for his early clients. This work informed and educated him in the finer understandings of public advertising consumption.

So much so that he authored several books and articles that are considered some of the finest examples of writing on design ever produced. His first book "*Thoughts on Design*", written at the age of 33 in 1947, became an instant classic and is one of the most sought-after design books. His simple, direct writing style, paired with examples of his own work was in stark contrast to similar books written in heavy, sometimes difficult to follow prose. This book not only solidified his own thoughts on design, but also his place as one of the greatest American designers in history.

By 1956, he began his consulting career with IBM which lasted until 1993. He was commissioned by Thomas Watson, Jr. to work with many other contemporary designers such as Joseph Müller-Brockman, Charles & Ray Eames and others to create the visual and product identity for all of IBM. Rand's iconic striped logo set the stage for countless projects including packaging, tradeshow,

posters... virtually any type of marketing collateral, including the historic "Eye Bee M" rebus poster, first seen in 1981.



Throughout the 1960s his branding career blossomed with famous marks for companies such as UPS, ABC and Westinghouse among others. He continued to write many other articles for trade magazines that constantly reaffirmed his positions. Rand was also professor of graphic design at the Yale School of Art, where generations of students were influenced by his modernist innovations and his rigorous teaching. He also taught in the Yale Summer Program in Graphic Design at Bresago, Switzerland, from 1977 to 1996. This time was considered to be his second career, as teacher.

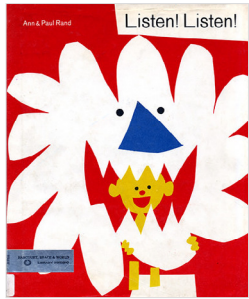
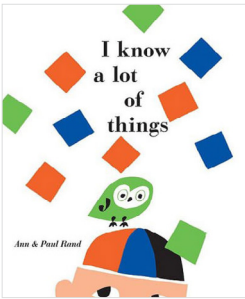
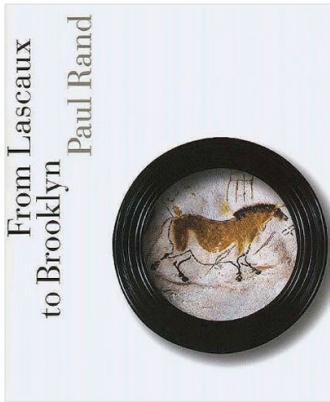
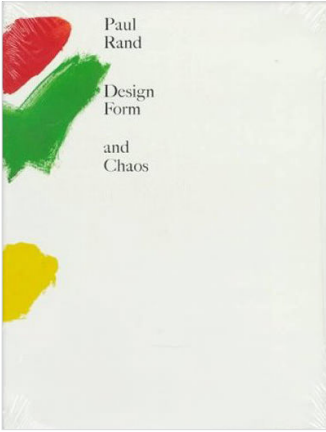
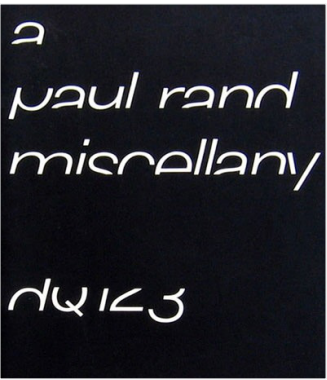
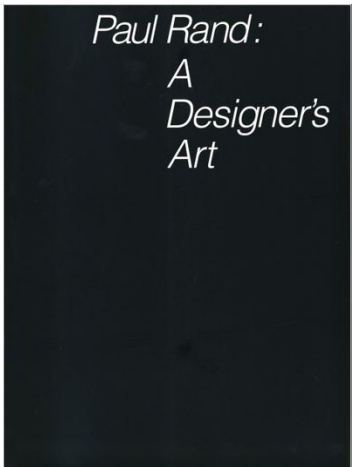
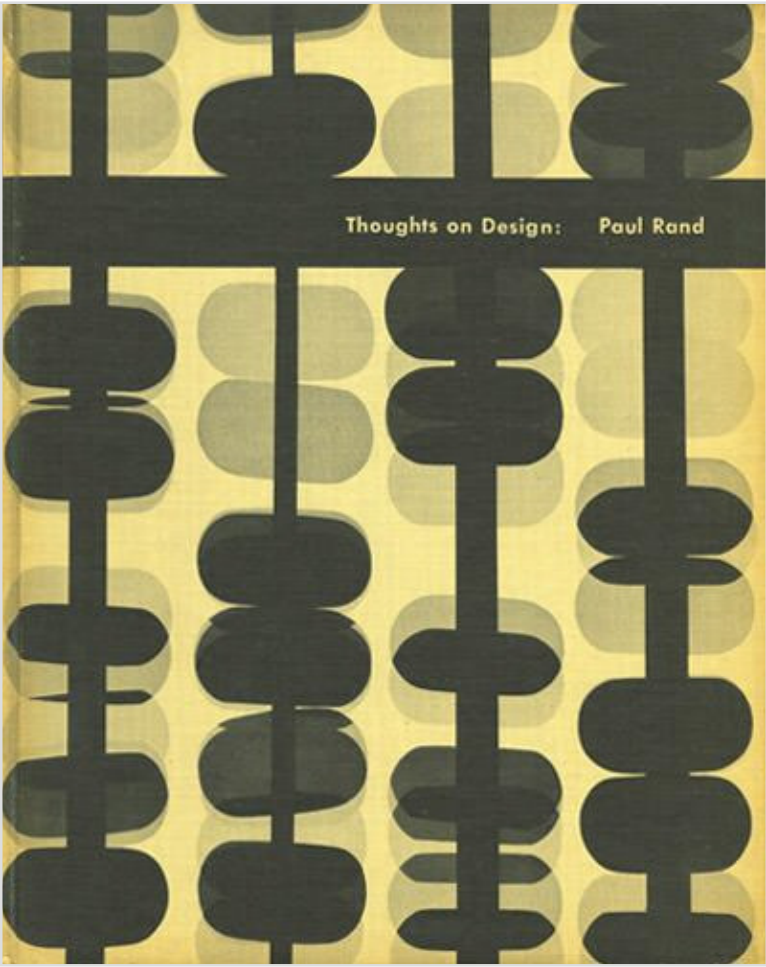
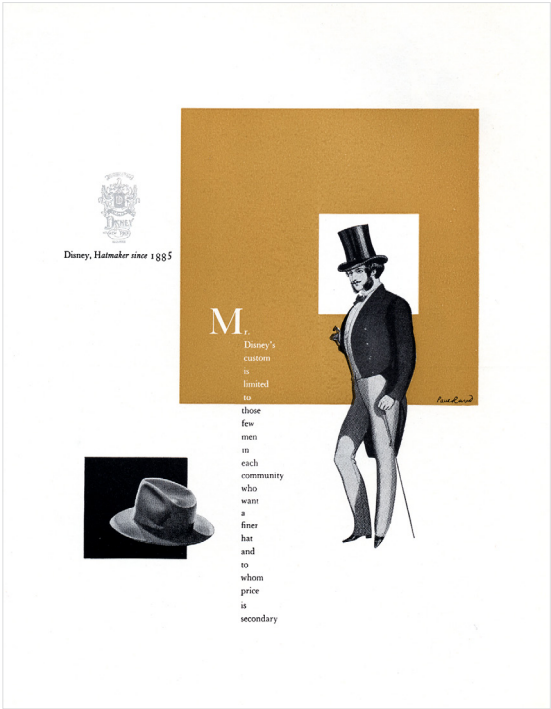
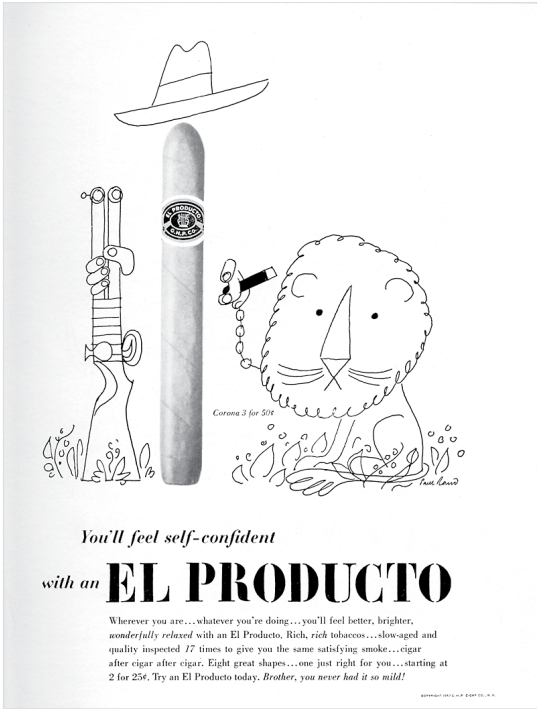
During the final decades of his life he published three important books, *Paul Rand: A Designer's Art*, (1985), *Design Form and Chaos* (1994), and *From Lascaux to Brooklyn* (1996). Not just retrospectives, these books codified the principles he adhered to in his professional life (Heller). This time was considered to be his third career, as author.

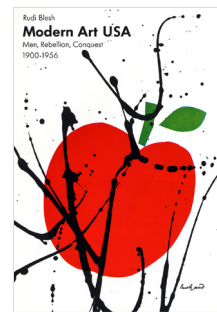
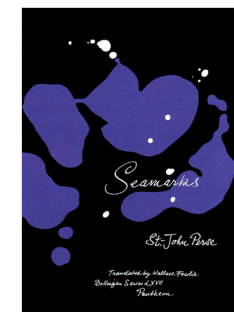
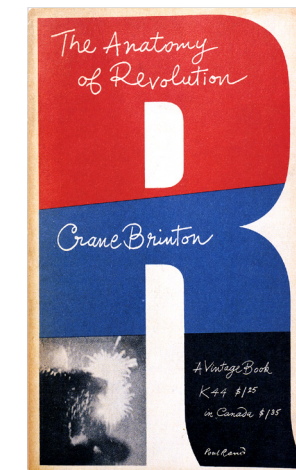
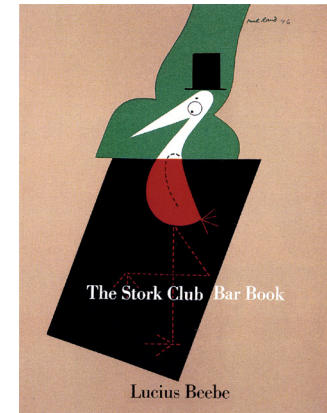
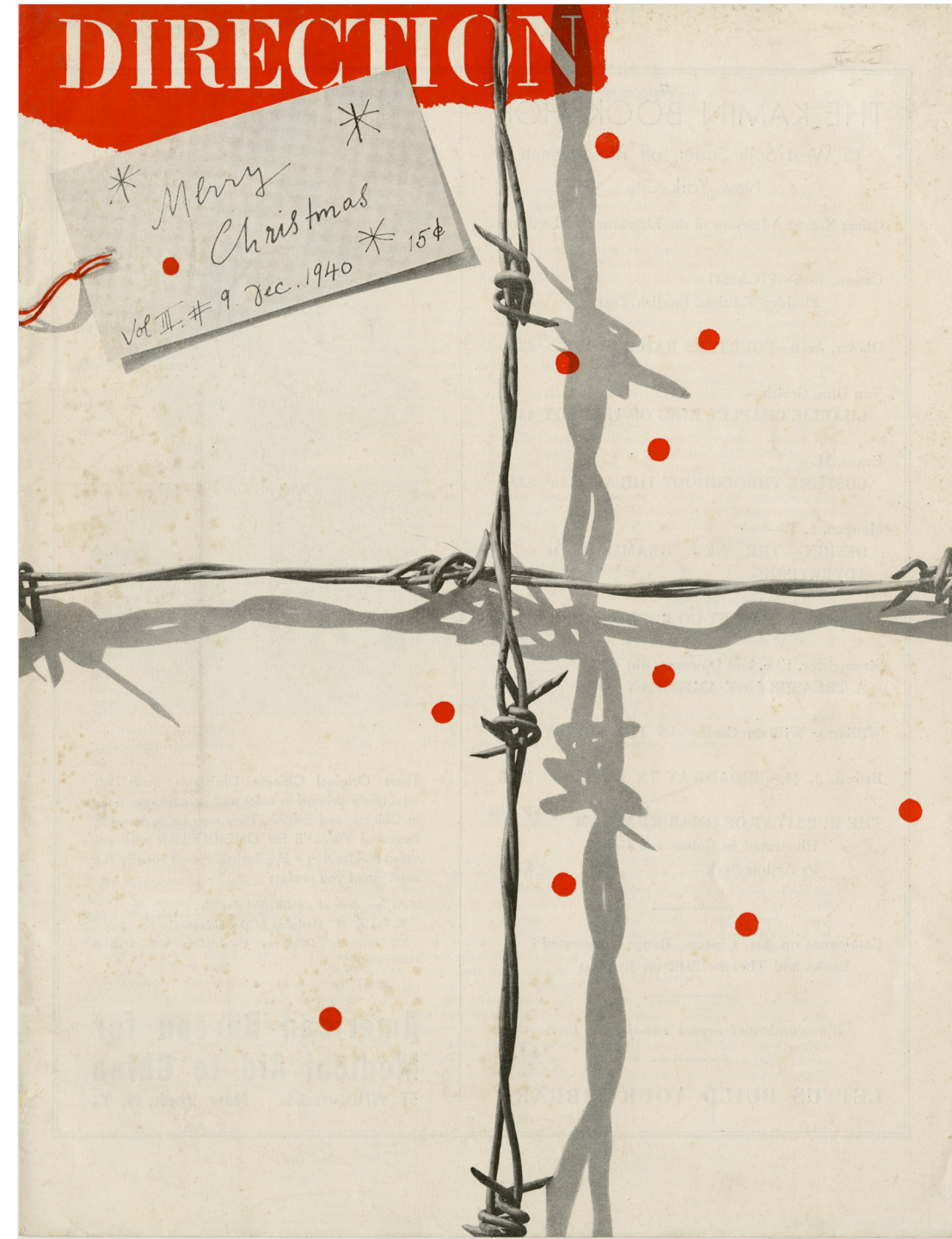
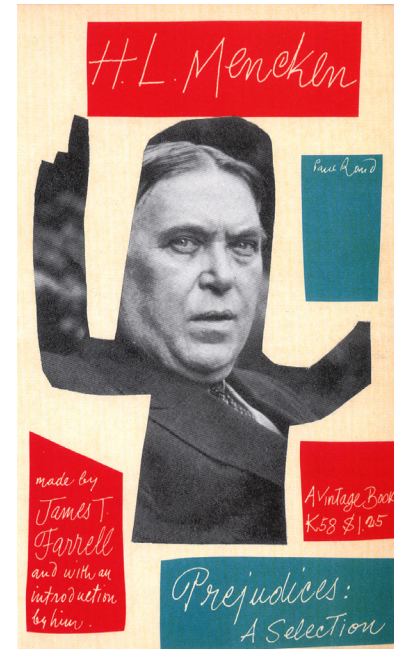
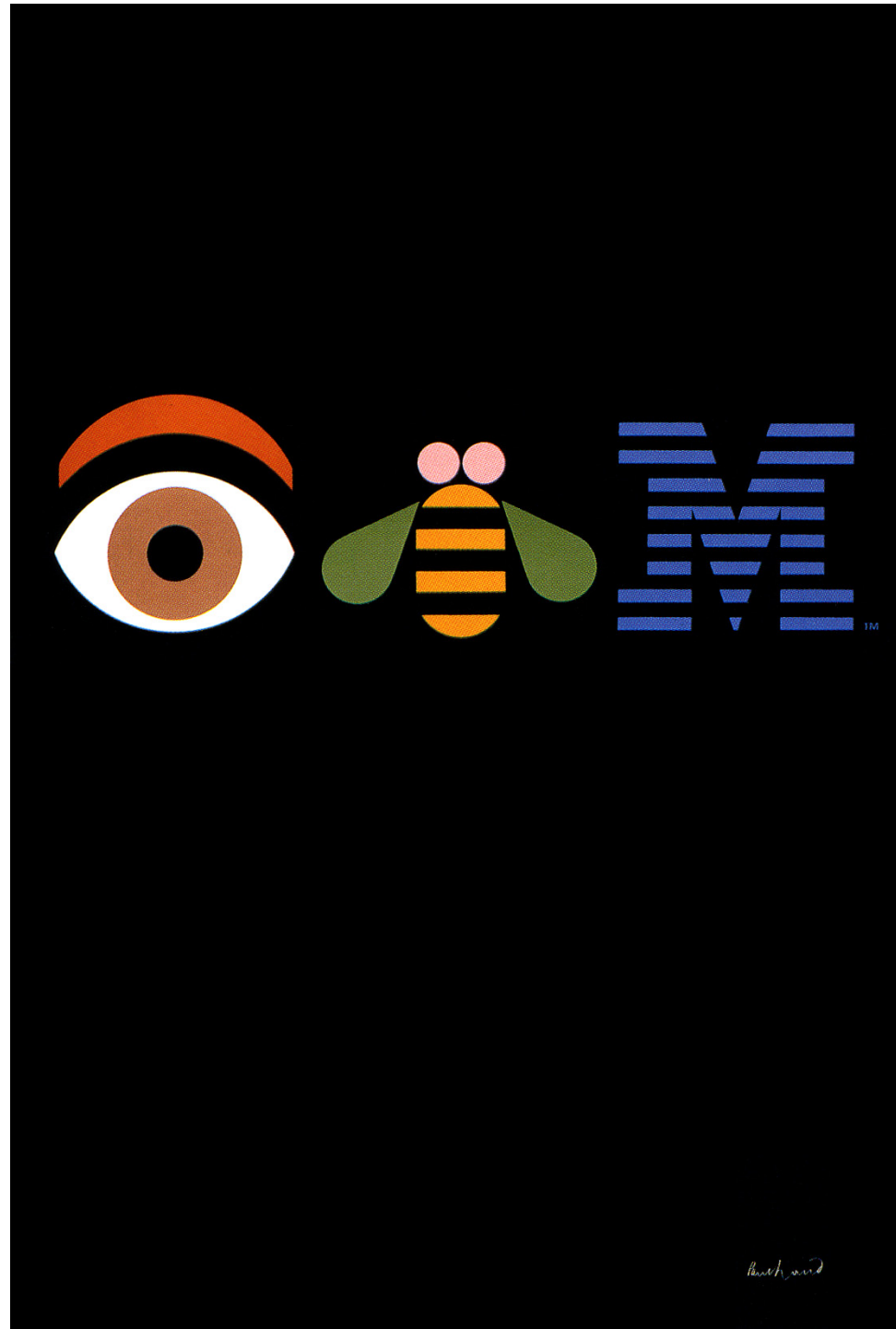
Throughout the 90s he continued to write, design and teach while remaining a lightning rod of design criticism. He was criticized heavily for his dogmatic stance on aesthetics & form in light of the new computer generation and radical typography that was the trend.

On November 26, 1996, he passed away in Norwalk, CT and the design field loses a great leader and mentor.

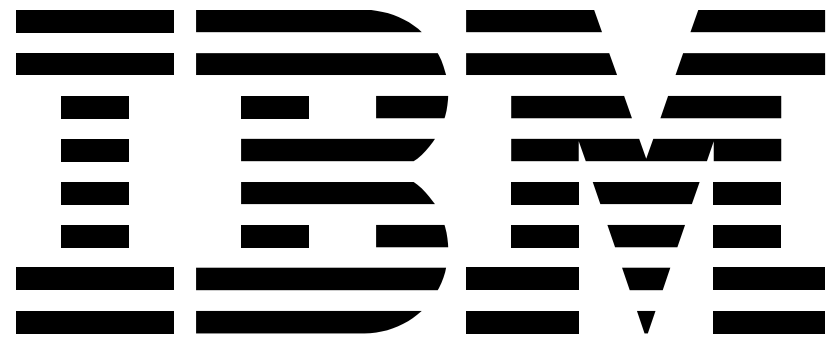
Through his own radical alteration of the design practice, Rand transformed the field for thousands of others. He never faltered, never changed, never questioned the rightness of his mission.



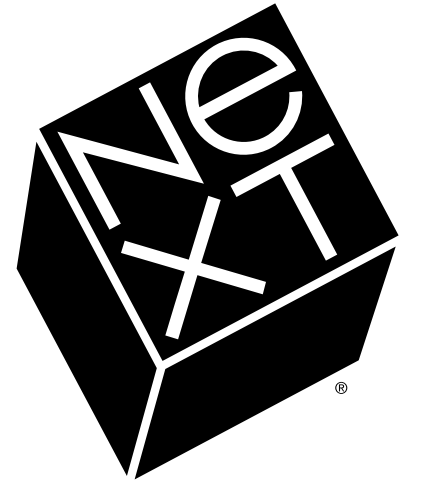
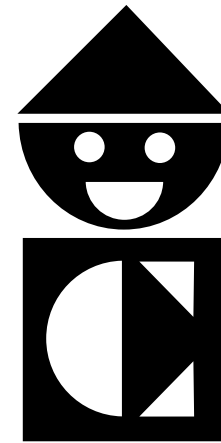




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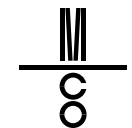
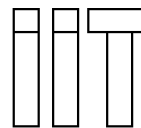
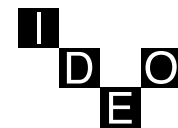
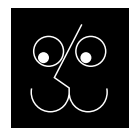
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