

## Peter Arnell Archives

Requested items to borrow for:

### Paul Rand: Defining Design Exhibit

Museum of Design Atlanta (MODA), Atlanta, GA

<http://museumofdesign.org/2013/02/paul-rand-defining-design/>

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

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**Curated and requested by:**

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[www.paul-rand.com](http://www.paul-rand.com)

**Shipped to:**

Museum of Design Atlanta

1315 Peachtree Street

Atlanta, GA 30309

Phone: 404-979-6455

Fax: 404-856-5960

[info@museumofdesign.org](mailto:info@museumofdesign.org)

[www.museumofdesign.org](http://www.museumofdesign.org)

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Below is a list of requested items to borrow for the upcoming exhibit. **The primary request is for the logo presentation booklets**, but have included additional items if available. Examples listed are preferred, but alternates are great too.



If an inventory list is available, please share so we may assist in identifying items.

Any other items that might be of interest to visitors like sketches, photographs, rarely or unseen items, personal effects... those would be wonderful to put on view as well.

Thank you so much for your contribution—it is greatly appreciated. Please reach out anytime if there are questions or concerns.

Best wishes,  
Danny Lewandowski

**REQUESTED ITEMS:**

IMAGE	TYPE	TITLE
	Logo presentation book	NeXT
	Logo presentation book	Ford



Logo  
presentation  
book

Limited

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N/A

Logo  
presentation  
book

Morningstar



Logo  
presentation  
book

Cummins



Logo  
presentation  
book

English First

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N/A

Logo  
presentation  
book

Frigiking



Logo  
presentation  
book

Atlas Crankshaft



Logo  
presentation  
book

Bureau of Indian  
Affairs



Logo  
presentation  
book

IITRI



Logo  
presentation  
book

American Express

*Any other logo presentation books not listed here.*



Poster

The Prepared Professional



Poster

Subway



Poster

DADA



Poster

Skull and branch



Poster

Tri Arts Press



Poster

UCLA Winter



Poster

No Way Out





Poster

Alfred North  
Whitehead



Poster

Oil Lamp



Ad

Architectural  
Forum



Ad

Architectural  
Forum



Ad

Architectural  
Forum



Ad

Architectural  
Forum



Ad

Architectural  
Forum



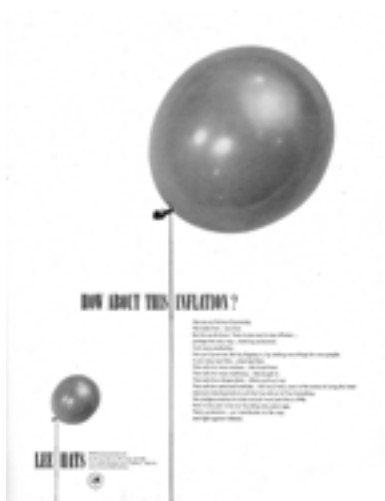
Ad

Architectural  
Forum



Ad

Kaiser Frazer



Ad

Lee Hats



Ad

Ohrbach's

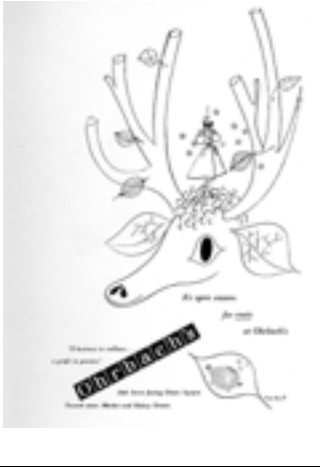
Ad

Ohrbach's



Ad

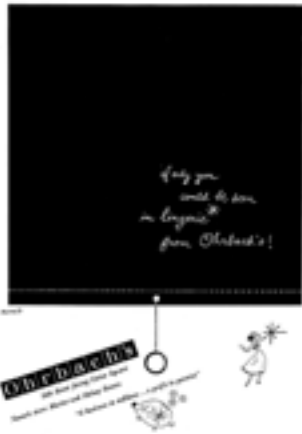
Ohrbach's



Ad

Ohrbach's





Ad

Ohrbach's



Ad

El Producto



Ad

El Producto

Ad

El Producto



*You'll feel great*  
with one  
**EL PRODUCTO**

Whenever you are... wherever you're doing... you'll feel better, brighter, wonderfully relaxed with one El Producto. Rich, mild lather... always and gently lathered... it's there to give you the most satisfying results... always after every other shave. Right great shaves... even just right for you... something as it for you. Try an El Producto today. Because, you never had it as well!

Ad

El Producto



*You'll feel soft, comfortable*  
with one  
**EL PRODUCTO**

Whenever you are... wherever you're doing... you'll feel better, brighter, wonderfully relaxed with one El Producto. Rich, mild lather... always and gently lathered... it's there to give you the most satisfying results... always after every other shave. Right great shaves... even just right for you... something as it for you. Try an El Producto today. Because, you never had it as well!



Ad

El Producto



Ad

RCA



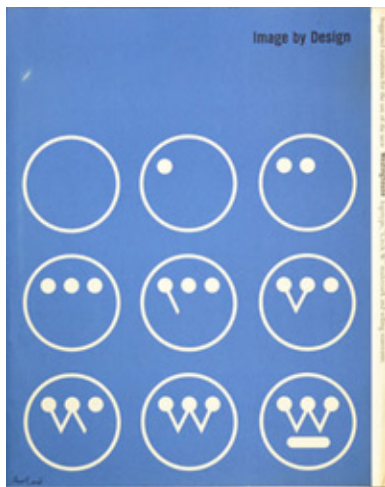
Ad





Magazine

IDEA magazine



Booklet

Westinghouse  
Design manual



Magazine

Apparel Arts



Magazine

Apparel Arts



Magazine

Apparel Arts



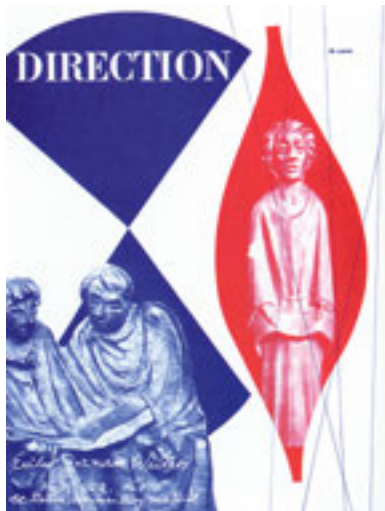
Magazine

Apparel Arts



Magazine

Architectural  
Forum



Magazine

Direction



Magazine

Direction



Magazine

Direction



Magazine

Direction



Magazine

Direction



Magazine

Direction