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February 21, 2013

Daniel Lewandowski  
4770 Agate Dr.  
Alpharetta, GA

**INVOICE NUMBER:** Rand5613e

Regarding: Rand, A DESIGNER'S ART and FROM LASCAUX TO BROOKLYN, excerpts and images as detailed on attached list.

Thank you for your letter requesting permission to use the above-referenced material. We are pleased to grant permission to use this material as part of a museum installation in the Museum of Design Atlanta until February 2014, subject to a fee of US\$500.00 and to the conditions specified below.

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Donna Anstey  
Permissions Manager  
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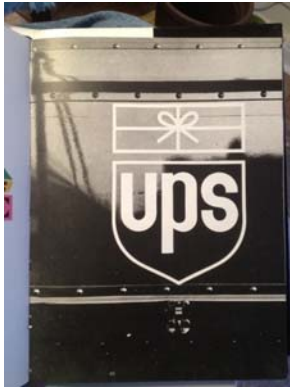
**REQUEST FOR PERMISSION**

Paul Rand articles and examples for use in the exhibit “Paul Rand: Defining Design” at the Museum of Design Atlanta (MODA), Atlanta, GA.

**DATES IN USE:** October 27, 2013-January 26, 2014

**ARTICLES AND ITEMS REQUESTED FOR PERMISSION:**

Item	Approved	Not Approved	
<b>A Designer’s Art:</b>			
<b>Integrating Form and Content pp 48-78 2 pgs text</b>			
Full article text	Text only		
<b>Seeing Stripes pp 39-44 1 pg text</b>			
Full article text	Text only		
<b>The Rebus and the Visual Pun 114-136 ½ pg text</b>			
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<b>The Trademark</b>			
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**Typographic Form and Expression 149-176**

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**The Beautiful and the Useful pp. 1-3**

Full article text

Yes



Yes



yes

**Ideas about Ideas 79-86**

Full article text		Industrial Design Magazine, August 1955	
			

**Imagination and the Image 45-47**

Full article text	Text only		
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**Lascaux to Brooklyn**

**Direction Magazine 53-71**

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**Question... 2-16,**

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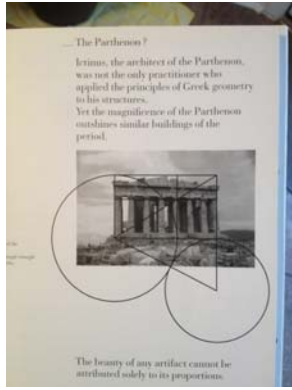


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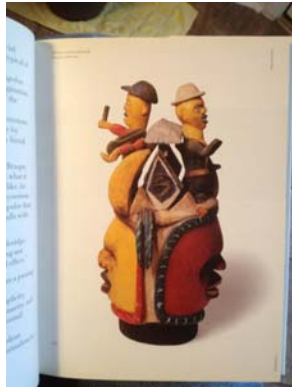


Kuntshistor  
isches  
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 <p>Pieter Bruegel The Children's Games Kunsthistorisches Museum Vienna</p> <p>... Br It i an piv On the Vic ing hav But the aw for The</p>		same		
		Alinari		
<p>the work of all primitive cultures are inherent in this art. Even the means of expression by the great painters of our time is related to Romanesque art.</p>  <p>Léger's equalization of animate and inanimate things in this pen and ink drawing is equivalent to the way base, rider, and surrounding ornaments cohere on the Dintorni capital.</p>		Belongs to Rand family. Need their permission		
		ok		



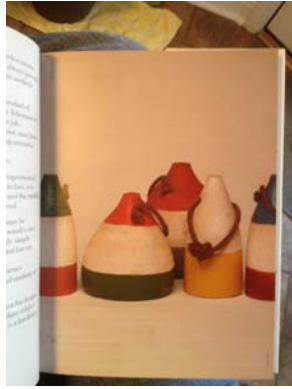
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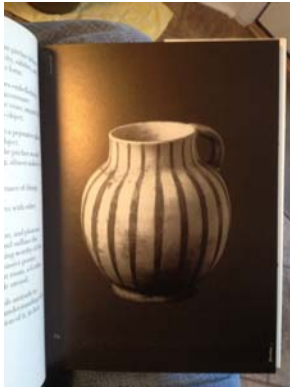


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Yasuhiro Ishimoto



David Todd

			David Todd	
			Victoria & Albert Museum, London	
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**Thoughts on Design\***

\* These articles were also revised and reproduced in *A Designer's Art*.

**IF YOU WANT TO USE the versions that appeared in "Thoughts on Design," you should also clear permission with them.**

**The Designer's Problem 4-6,**

Full article text	Text only		
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**The Symbol in Advertising Visual Communication 7-13,**

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\*Image is from *A Designer's Art*

ok

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**Versatility of the Symbol 14-23,**

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