



**The
Paul & Marion Rand
Estate**



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2015

Paul Rand

1914 – 1996

Shortly before Paul Rand died, he was described by Apple's founder, Steve Jobs, as 'the greatest living graphic designer'. As well as the logo for Job's NeXT computers, Rand created identities for business giants such as IBM, UPS, ABC television, Westinghouse and Enron, all of which are well and truly engrained into the American psyche.

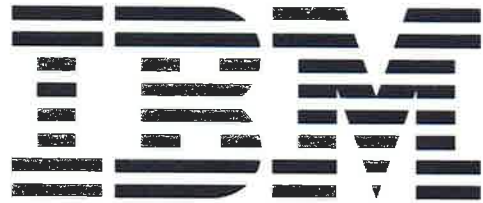
It was Rand's understanding of the relationship between art and commerce that was key to his success. Laszlo Maholy-Nagy called Rand 'an idealist and a realist, using the language of the poet and the businessman. He thinks in terms of need and function. He is able to analyse his problems, but his fantasy is boundless.'

While he will always be associated with the iconic logos he created, Rand had established himself as a successful graphic designer many years before. Graphic design had not been considered a suitable career by his grocery-store-owning parents. In 1936, he was asked to design an anniversary issue of *Apparel Arts* magazine. This led to a full-time job and, shortly afterwards, the opportunity to art-direct the fashion pages of *Esquire*. Rand also designed a series of notable covers for *Direction*, and was art director at the William Weintraub agency for 11 years, up to 1955.

Rand was hired as a consultant by IBM's Elior Noyes in 1956, and his work there spanned three decades. Rand was responsible for all aspects of the IBM identity, including its packaging and marketing materials. He introduced the striped version of the logo, as well as the playful Eye-Bee-M poster.

He taught extensively and was a professor of graphic design at the Yale School of Art for many years. He published a number of books on graphic design, the best-known being *Thoughts on Design*, first published in 1947. Subsequent titles were published by Yale University Press, which employed its Rand-designed logo from 1985 until 2009. Rand also illustrated four children's books written by his first wife, Ann.

One of Rand's key skills was his ability to sell his ideas to his clients. According to the graphic designer Louis Danziger, 'He almost singlehandedly convinced business that design was an effective tool... Anyone designing in the 1950s and 1960s owed much to Rand, who largely made it possible for us to work. We went from being commercial artists to being graphic designers largely on his merits.'



Trademarks &
Corporate Identity Programs
Designed by Paul Rand

IBM, 1972
NEXT Computer, 1986
Westinghouse, 1960
American Broadcast Company, 1962
United Parcel Service, 1961



The Rand House

Weston, Connecticut



Front Entrance from driveway

The Rand House resides in Weston Connecticut on six acres of woodland. It was designed in 1951 by Paul and his first wife Ann, who had studied with Mies van der Rohe. The design of the modern glass and fieldstone house was influenced by Le Corbusier and Marcel Breuer.

The following photography & floorplan were published in *Paul Rand; Modernist Design* Franc Nunoo-Quarcco, 2003. Photography by Dan Meyers



Front Entrance



View of Court Yard & Dining Area





Living Room.



Laundry Room.



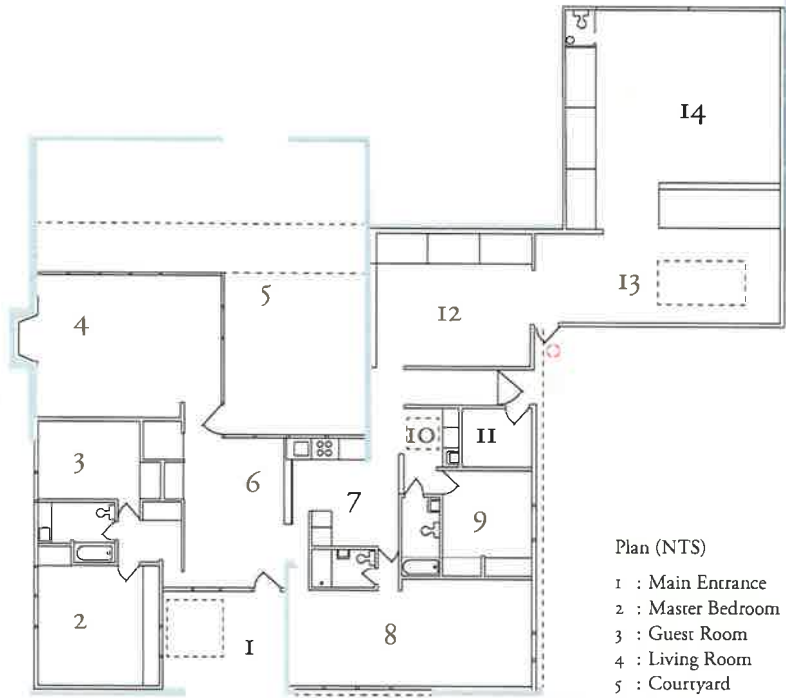
Hallway & Guest Bedroom



Main Patio outside of Living Room

Rand House Floor Plan

The drawing is adapted from the original. Nos. 13 and 14 are additions made by Paul Rand to the original 1951 plan.



Plan (NTS)

- 1 : Main Entrance
 - 2 : Master Bedroom
 - 3 : Guest Room
 - 4 : Living Room
 - 5 : Courtyard
 - 6 : Dining Area
 - 7 : Kitchen & Pantry
 - 8 : Library
 - 9 : Bedroom
 - 10 : Laundry Room
 - 11 : Utility Room
 - 12 : Studio Work Room
 - 13 : Office
 - 14 : Studio
- Studio Entrance
 ◡ Service Entrance

The Rand House was featured in Esquire, August 1953

A House to Live With



Within commuting distance of New York City, the compact and spacious modern home of Paul and Ann Rand takes issue with Connecticut's rustic traditions.

The Rand House avoids the cliches of the "modernistic", strives for a warm and companionable use of building materials. The wood used in the frame is a black-stained cypress, the white paneling is of Marlite, and the flags for the court and entrance are blue-stones. The house is congenial to all types of New England weather.

— Esquire August, 1953



Thonet Rocking Chair
Shaker Rocking Chair

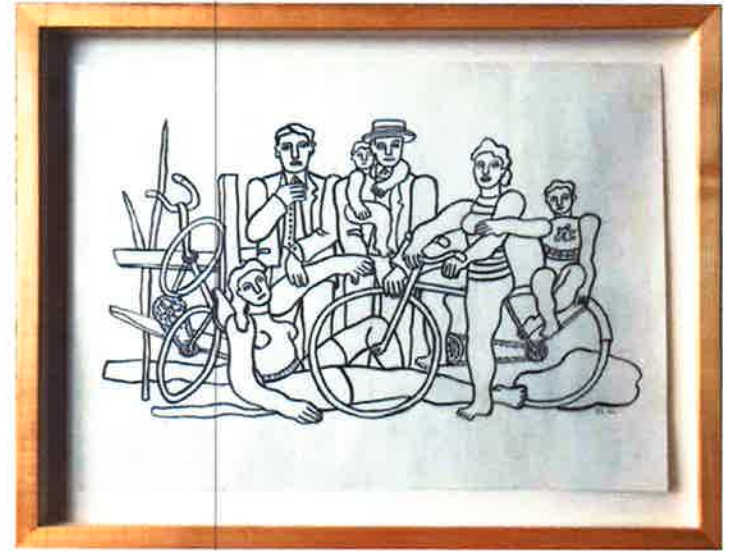
Art & Artifacts

A Collection of Art, Furniture,
& Collected Items



Egyptian
Carved Mask

Paul Rand collected a variety of artwork & objects for inspiration during his lifetime. On the following pages are a sample of items from his collection.



Fernand Léger Pen & Ink Drawing



Saul Steinberg
Drawing for a
New Yorker Cover



English Landscape Painting
(Attributed to Constable?)



PICASSO Ceramic
Pitcher

The estate also includes a variety of Paul Rand works, such as posters, book covers, printed ephemera and drawings.



LeCorbusier Lounge Chair



African Sculpture



African Table

Marion Rand started at IBM in the mid 1940's, during her tenure she managed the advertising and graphics departments, becoming one of the first women executives in the company. She retired after two decades of service.



For more information on the Paul & Marion Rand Estate or to schedule an appointment to view the property, contact:

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