

Chermayeff & Geismar Collection

Collection, MG.01

Part Of

Glaser Design Archives > Chermayeff & Geismar Collection

Related To

Ivan Chermayeff, Tom Geismar

In Repository

Design Archives

Extent

59 ft

Date

1957 – 2005 (Date ranges)

Abstract

Ivan Chermayeff and Tom Geismar initially formed their partnership in the late 1950s and went on to revolutionize the field of visual communication and build one of America's most influential graphic design firms. Together they have created more than 300 corporate identity programs for companies such as Mobil Oil, Xerox, Chase Manhattan Bank, PBS, Univision, and Pam Am. Their work extends from logos to posters and publications to major exhibitions including the United States Pavilions at the World's Fair in Montreal and Osaka, Japan. The Chermayeff & Geismar Collection contains much of the print material designed by the firm since its founding in 1957.

Scope And Contents

The Chermayeff & Geismar Collection is organized into eleven series and includes 325 posters, 340 letterhead samples, and more than 1,000 print samples (including graphic standards manuals, annual reports, brochures, book and album covers, and packaging). Cambridge Seven projects are also represented in the Printed Samples series.

Series I. Letterhead (Boxes 1-6) This series contains letterhead designed by Chermayeff & Geismar, and serves as a comprehensive guide to the logos designed by the studio. The letterhead is filed alphabetically except for Mobil, which is filed at the end of the alphabet, in Box 6.

Series II. Printed Samples (Boxes 6-42) This series contains printed samples for the many items designed for C&G's corporate and institutional clients; items include brochures and other promotional materials, periodicals, annual reports, graphics manuals, cards, and packaging. Cambridge Seven projects are also represented. This series is organized alphabetically by client. Please note that Mobil items are at the end of the alphabet in boxes 41 and 42.

Series III. Oversize Printed Samples (Boxes 43-45)

Series IV. Book Jackets (Box 42)

Series V. Three Dimensional Objects (Boxes 45-46) This series includes Mobil oil cans and Mobil Masterpiece Theatre paperweights, as well as packaging samples for Liz Claiborne.

Series VI. Album Covers (Box 47) The album covers in this series were all done for Gramavision Records.

Series VII. Posters and Prints (Boxes 48 and 49, Flat file drawers 1-9) Posters and prints are filed alphabetically by client.

Series VIII. Miscellaneous (Boxes 50-51) This series contains lettering created for Mobil, construction packages and color renderings for the firm's design of the Bronx Zoo's World of Birds, and the original art for an AIDS poster designed by Steff Geissbuhler.

Series IX. Exhibition Catalogs (Box 52)

Series X. About Chermayeff & Geismar (Box 52)

Series XI. Digital Files This series contains digital files of Chermayeff & Geismar's covers for Pepsi-Cola World and Annual Reports, as well as their symbols for the National Park Service.

Arrangement

Most materials are arranged alphabetically by client. Please note that letterhead for Mobil is filed after "Z" in Box 6, and Mobil printed samples are filed in boxes 41 and 42.

General Physical Description

Forty-eight print and document boxes, plus nine flat file drawers.

Restrictions

This collection is open for research.

Copyright

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Preferred Citation

Chermayeff & Geismar Collection, [series. item]. Milton Glaser Design Study Center and Archives, Visual Arts Foundation, New York.

Acquisition Information

The Chermayeff & Geismar Collection was acquired as a gift from Ivan Chermayeff and Tom Geismar.

Author/Processed By

Processed by Beth Kleber.

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Chermayeff & Geismar Collection

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(409 records)

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Knoll. Brochure, "The Knoll Group Dealer Stationery Standards" (2); Booklet, "The Knoll Group Graphic Standards for Dealers", Box 24 Folder 8

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Knoll. Postcard for Designer's Saturday 1991; Blank card; Brochures, "Unparalleled Heritage", "The Industrial Designer...", "Our Commitment to the Environment" and "Knoll Environment", Box 25 Folder 2

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Museum of Contemporary Art Los Angeles. The Temporary Contemporary Folder, Postcard, Invitation, Brochure, Box 27 Folder 18

Museum of Contemporary Art Los Angeles. Invitation to dinner for "Louis I Kahn: In the Realm of Architecture"; Announcement, "Louis I Kahn: A View from the '90s"; Funding Endowment Subscription Agreement (2 different), Box 27 Folder 19

Museum of Contemporary Crafts. Invitation to 19th Ceramic National Exhibition, Box 27 Folder 20

Museum of Contemporary Crafts. Holiday card; Booklet, "Craftsmanship in a Changing World"; Gallery guide, "Wall Hangings and Rugs", Box 28 Folder 1

Museum of Contemporary Crafts. Invitation, "Furniture by Craftsmen"; Gallery guide, "Furniture by Craftsmen", Box 28 Folder 2

Museum of Contemporary Crafts. Invitation, "The Patron Church"; Booklet, "The Patron Church", Box 28 Folder 3

Museum of Jewish Heritage. Report to the New York Holocaust Memorial Commission by Chermayeff & Geismar Associates, "Preliminary Design of Exhibitions: A Living Memorial to the Holocaust Museum of Jewish Heritage" (2), Box 28 Folder 4

Museum of Jewish Heritage. Brochure with enclosure, "The Museum Heritage Society"; Folder, "A Living Memorial to the Holocaust"; Booklet, "A Living Memorial to the Holocaust"; Newsletter vol. 2, no. 6 December 1988, Box 28;54 Folder 5;7

Museum of Modern Art. Booklets, "Today and Tomorrow" and "The Museum of Modern Art Builds", Box 28 Folder 6

Museum of Modern Art. Brochures, "The Museum of Modern Art"; "Directory and Plan"; "Membership"; "The International Council of The Museum of Modern Art", Box 28 Folder 7

Museum of Modern Art. Booklets, "Monday May 25, 1964" and "The Party in the Garden"; Invitation, "the art of assemblage", Box 28 Folder 8

Museum of Modern Art. Brochure for the Junior Council; Envelope with enclosures, Christmas 1964, Box 28 Folder 9

Mutual Benefit Life Insurance Company. Booklet, "What can you expect a Mutual Benefit agent to do for you"; Brochure, "What's 7 minutes in a young life?" (4 different), Box 28;54 Folder 10;8

Nashua. Booklet, "Annual Meeting of Stockholders", Box 28 Folder 11

National Broadcasting Company, Inc. (NBC). Booklet to introduce new logo, Holiday card and envelope, Box 28 Folder 12

National Building Museum. Brochure, Box 28 Folder 13

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National Committee for a Sane Nuclear Policy, Inc. Flyer, Box 28 Folder 15

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The National D-Day Museum. Brochure and envelope, Box 28 Folder 17

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National Museum of History and Technology, Smithsonian Institution. Brochure for "A Nation of Nations" exhibition, Box 28 Folder 19

National Park Service, U.S. Department of the Interior. Standard Sign Graphics Report (unbound), Box 28 Folder 20

National Park Service. Booklet, "The Audience and You"; Pamphlets (5 different), Box 28 Folder 21

National Parks of New York Harbor. VIP pass, Folded poster (map), Folder, Box 29 Folder 1

Natural Resources Defense Council (NRDC). Graphics manual (missing cover and unbound), Box 29 Folder 2

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The New 42nd Street Inc. Folder with letterhead, envelope and card, Box 29 Folder 4

New England Aquarium. Booklet (blue and green), Booklet (black), Box 29 Folder 5

New School for Social Research. Folder with enclosures, "The President's Council", Report of the President, Box 29 Folder 6

New School for Social Research. Fifty-seventh Commencement Exercises, Folder, Box 29;54 Folder 7;9

New Victory Theater, The. Booklet, "A New Victory for New York", Box 29 Folder 8

The New Victory Theater. Flyers (4 different), Pledge card, Showbill, Folder, Box 29 Folder 9

New York Art Directors Club. Call for Entries brochure, Box 29 Folder 9A

New York City Economic Development Agencies. Annual Report, Box 29 Folder 10

New York Hall of Science. Brochure (2), New York Hall of Science Bulletin, Winter 1985, Box 29 Folder 11

The First New York International Festival of the Arts. Poster, folder with mailing label, invitation, brochure, Box 29 Folder 12

New York Landmarks Conservancy. Invitation to reception at Grace Church, "Don't Wait", Invitation to Chairman's Award, Letterhead for Gala Benefit, Brochure (brown), Brochure (U.S. Custom House on Bowling Green), Box 29 Folder 13

The New York Philharmonic. Advertisements for Phone Festival, February 23-26, 1978 and Phone Festival II, February 1-4, 1979, Box 29 Folder 14

New York Public Library. Postcard for Centennial Benefit, May 22, 1995; Card, "The New York Public Library Celebrating Its Second, Century", Invitation to Centennial Benefit; New York Public Library News Centennial Issue; Multi-fold card with logo, Box 29 Folder 15

New York Public Library. Folder; Centennial Benefit program in folder, Box 29 Folder 16

New York State Museum. Booklet and brochure for "Forces" exhibition, Box 29 Folder 17

New York Stock Exchange. Folder for "People and Productivity: A Challenge to Corporate America"; Cover; Invitation, Box 29 Folder 18

The New York Times. Booklet, "1st choice of people like you", Box 29 Folder 19

New York University. Booklet, "New York University Today", Box 30 Folder 1

New York University. Booklet for School of the Arts, Box 30;54 Folder 2;10

New York University - Covers for New York University Bulletin; School of the Arts; College of Dentistry; Graduate School of Arts and Science; Graduate School of Business Administration; Graduate School of Public Administration; School of Commerce; School of Continuing Education and Extension Services; School of Education; School of Engineering and Science Graduate Div.; School of Engineering and Science Undergrad Div.; School of Law; School of Law Graduate Division; 1969-1970 University College of Arts and Science; 1970 School of Education Summer Sessions; 1970-1971 Graduate School of Social Work; 1970-1971 School of Commerce; 1970-1971 School of Law Graduate Division; 1970-1971 School of the Arts, Box 30 Folder 3

New York University. Bulletin for School of Continuing Education, Box 30 Folder 4

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New York University. Booklet in envelope for The Elmer Holmes Bobst Library and Study Center; Booklet, "The Black Student at New York University", Box 30 Folder 6

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New York University Campaign. Booklets, "The Libraries of New York University" and "The Elmer Holmes Bobst Library", Box 30 Folder 8

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Osaka Aquarium Ring of Fire. Folder with Graphic Manual, Invitation, Brochure, Card, Box 31 Folder 5

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Poets House. Cover for Directory of American Poetry Books; Brochure for donations (2 different); Folder with brochures and postcard, Box 33 Folder 12

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Preservation League of New York State. Booklet, "A Fair Land to Build In" by Brendan Gill; Pamphlet, Box 33 Folder 14

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Rockefeller Center. Booklet, "Shops and Services Guide", Box 34 Folder 6

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Shikar Asset Management Inc. Booklet, Box 35 Folder 4

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Smithsonian. Folder for Campaign Smithsonian, National Air and Space, Museum, Box 35 Folder 9

Solow Building Company. "The most distinctive address is America" promotional booklet for 9 West 57th Street (SOLO9W57), Box 43

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Time Warner. Invitation, "Faster Higher Stronger", folder for Time Warner Cable of New York City, reproduction art (3 different), card, note paper, Box 36;55 Folder 6;2

Tokio Marine. News Release folder with graphic identity enclosures, Graphic identity announcement, Box 36 Folder 7

Toledo Museum of Art. Members Monthly Newsletter, May 2000, Booklet, "Classically Modern", Box 36 Folder 8

Torin Corporation. Preliminary Style Guide (unbound), Box 36 Folder 9

Torin Corporation. Booklet, "Torin North America", Booklet, "When computer cooling demands more than a stock reply", Box 36 Folder 10

Torin Corporation. Booklets, "Torin + plastic" (2), "Torin Blower Wheels", "Torin FormFlo", Box 36 Folder 11

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Torrington. Catalog, Box 36 Folder 15

Torrington. 83rd Annual Report; Booklet, "Torrington specializes"; Postcard; Envelope, Box 36 Folder 16

Torrington. Advertisements, "Moving air is easy... controlling it takes an, Expert" (7 different, 4 double-sided), "The New Torrington Crossflo is..."; "There's a Torrington Machine..."; "This problem got action on a Torrington"; "Verti-Slide"; "What machine can take wire..."; "You can produce parts like this one...", Box 36 Folder 17

Torrington. Booklet, "Torrington Blowers"; Folder, "Torrington Blowers..."; Folder, "Dramatic savings in small parts. Verti-Slide..."; Brochure, "Torrington Crossflo..."; Newsletter, "The Engin-air" Vol. 10, No. 3, Box 36;55 Folder 18;3

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Uarco Incorporated. Booklet, "Retirement plan"; Folder; Folder with enclosures, "Forms Handling Equipment"; Magazine, "Forum", Box 37 Folder 6

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United Banks of Colorado. Annual Report (United Bank of Denver); Advertisement, Quarterly Dividend; Bank slips, Box 37 Folder 13

United Research. Calendar, Box 37 Folder 14

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United Research. Covers (all by TG), Conference program, "Leadership for a New Decade", Holiday cards; Envelope, Box 37 Folder 16

United Research. Booklets, "Managing the Dream: How Global Should You Go?" (Gemini Consulting); "Managing the Dream: Leadership in the 21st Century"; "Managing the Dream: Organizing for the 21st Century", Box 37 Folder 17

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United States Environmental Protection Agency. Booklet, "A Global Environmental Concern"; "Women and the Environment..."; Pamphlets, "Mechanics..."; "World Environment Day 1978"; "Buying a Car Overseas?", Box 38 Folder 3

United States General Services Administration. Booklet, "United States Courthouse and Federal Building, Central Islip, New York"; 'Facilities Standards for the Public Buildings Service, Box 38 Folder 4

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United States Information Agency (USIA). Booklet for Graphic Arts - USA (includes English translation from Lyndon B. Johnson); Folder with enclosures for Graphic Arts - USA Booklet (flag) (2), Box 38 Folder 7

United States Information Agency (USIA). Buttons for Graphic Arts - USA (2), Box 38 Folder 7A

United States Information Agency (USIA). Booklet, Box 38 Folder 8

United States Information Agency (USIA). Card and envelope, Box 38 Folder 9

United States Pavilion, Expo '67. Booklet, Box 38 Folder 10A

United States Pavilion, Japan World Exposition, Osaka 1970. Booklet and Folder, Box 38;55 Folder 10A;4

The University Club. Menu, Box 38 Folder 11

University of Connecticut at Stamford. Opening Ceremonies Program; Brochures, "Capital Campaign", Brochure, "Campus Guide"; Invitations to Formal Dedication Ceremonies and Gala Ball, Box 38 Folder 12

Univision. Folder; Standard Broadcast Calendar; Brochure, "News"; Flyer, "Specials" (2 different), Box 38 Folder 13

Van Cliburn International Competition (Ninth). Brochures, folder, postcards, Box 38 Folder 13A

Veeder - Root Worldwide. Advertisements (2 different), Box 38 Folder 14

Viacom International Inc. Booklet, Box 39 Folder 1

Viacom International Inc. Dateline Viacom, Brochure for Viapac, Box 39 Folder 2

Visual Arts Foundation Inc. Folded poster for "The Master Series: Ivan Chermayeff Graphic Design: Art & Process (3), Box 39 Folder 3

Warburg, Pincus Counsellors, Inc. Booklet for E.M. Warburg, Pincus & Co., Inc., Box 39 Folder 4

Warburg, Pincus Counsellors, Inc. Folder with enclosures, Box 39 Folder 5

Warner Bros. / Reprise. Guide cover, June 1999 / Part 1, Box 39 Folder 6

War Resisters League. Mailer / order form, Box 39 Folder 7

Washington University Community Leadership Project. Magazine, "Trans-action" May/June 1965, Box 39 Folder 8

Watching Words Move / The Composing Room. Booklet, Box 39 Folder 9

Westinghouse. Advertisement (2), Box 39 Folder 10

Westvaco. Brochure, "Run-ability"; Booklets, "matte", "Celesta: True to your colors", Box 39;55 Folder 11;5

White House Conference on Children. Certificate; Cover, "World of Children" (2); Film schedule; Holiday card; Pamphlet, "Sounds of Children" (2), Box 39 Folder 12

White House Conference on Youth. Book, "Report of the White House Conference on Youth", Box 39 Folder 13

Whitney Museum of American Art at Philip Morris. Booklet, "Twentieth Century Sculpture: Process and Presence"; Brochure, Box 39 Folder 14

William S. Morris & Co. Booklet, "Toward a workable theory of markets" by William S., Morris, Box 39 Folder 15

WNET New York. Folder for "The Mind", Box 39 Folder 16

Workspeed. Folder, Box 39 Folder 17

World Policy Institute, New School for Social Research. World Policy Paper Number 24, Box 39 Folder 18

World Policy Institute, New School for Social Research. World Policy Journal, Volume XI, No 2, Box 39 Folder 19

Wrangler. Graphics manual (unbound), Box 39 Folder 20

Xerox Corporation. 1962 Annual Report, Box 40 Folder 1

Xerox Corporation. 1965 Annual Report, Box 40 Folder 2

Xerox Corporation. 1966 Annual Report, Box 40 Folder 3

Xerox Corporation. 1968 Annual Report, Box 40 Folder 4

Xerox Corporation. 1971 Annual Report, Box 40 Folder 5

Xerox Corporation. 1973 Annual Report, Box 40 Folder 6

Xerox Corporation. 1975 Annual Report, Box 40 Folder 7

Xerox Corporation. Booklets, "The Xerox Capabilities Book", "A special report", Box 40 Folder 8

Xerox Corporation. Book, "An idea book" (hardcover), Box 40 Folder 9

Xerox Corporation. Book, "An idea book" (paperback), Box 40 Folder 10

Xerox Corporation. Booklets, "How xerography works"; "Somewhere in unthought of concepts..." (dual ladder program); "To be continued...", Box 40 Folder 11

Xerox Corporation. Booklets, "A share of the future", "Xerox Social Service Leave Program", Box 40 Folder 12

Xerox Corporation. Booklet, "Scientist, Meet the Press", Box 40 Folder 13

Xerox Corporation. Booklet, "Why you are going to enjoy using the new 813 copier", Box 40 Folder 14

Xerox Corporation. Product list, "Photo Reproduction Products", Box 40 Folder 14

Xerox Corporation. Advertisement, "Test Sheet" (2), Box 40 Folder 15

Yale Roe Films. Videotape cover, "Israel '88 The Dream at Forty", Box 40 Folder 16

Young Audiences. Small folder, Box 40 Folder 17

Young Audiences. Folder, Box 40 Folder 18

Young Mens Christian Association of Greater New York (YMCA). Brochure, "The Y at 150"; Invitation, Box 55 Folder 6

Zimmerman Design Associates (ZDA). Brochure, Box 41 Folder 2

Mobil Oil Corporation. Annual report, Box 41 Folder 3

Mobil Oil Corporation. Article, "Prototype for Service Stations: Mobil Tests Effect of Design on Sales at 58 Locations", Architectural Record, Box 41 Folder 4

Mobil Oil Corporation. Booklets, "Building and Office Identification"; "Corporate Identity 1"; "Fuel Service Design"; "Landscape Manual", Box 41 Folder 5

Mobil Oil Corporation. Booklets, "LP-Gas Design Standards"; "Mini-Market Design Standards"; "Motor Vehicle Painting and Lettering Standards"; "Posters made possible by a grant from Mobil", Box 41 Folder 6

Mobil Oil Corporation. Booklets, "Mobil Service Station Signs"; "Planned Merchandising for Mobil Stations"; Branding and Identity Booklets (final done by C&G for Mobil); "The Brand" (in French), Box 41 Folder 7

Mobil Oil Corporation. Branding and Identity Booklets, "Community Relations"; "Crisis Communications"; "Foundation", Box 41 Folder 8

Mobil Oil Corporation. Branding and Identity Booklets, "Graphics Overview", "Positioning", Box 41 Folder 9

Mobil Oil Corporation. Calendar, Box 41 Folder 10

Mobil Oil Corporation. Envelope for Masterpiece Theatre , Box 41 Folder 11

Mobil Oil Corporation. Folder for IAAF Mobil Grand Prix; Folder for Masterpiece Theater, Box 41 Folder 12

Mobil Oil Corporation. Folders for The Seven Dials Mystery, Summershow, Showcase Network, Box 41;55 Folder 13;7

Mobil Oil Corporation. Folders for Ten Who Dared, Mobil Showcase, The Way It Was, Box 41 Folder 14

Mobil Oil Corporation. Graphic Standards Manual, Box 41 Folder f

Mobil Oil Corporation. Graphic Standards - An Overview, Box 41 Folder 16

Mobil Oil Corporation. Graphics Guidelines (original), Box 42 Folder 1

Mobil Oil Corporation. Graphics Overview [done after 1980s version but before final], Box 55 Folder 8

Mobil Oil Corporation. Mobil Graphics 1-12 (updates; complete set), Box 42 Folder 3

Mobil Oil Corporation. Mobil Graphics: press release with photographs announcing Mobil's change in graphics, Box 42 Folder 4

Mobil Oil Corporation. Mobil World, "Mobil in perspective: a history of the corporation, 1866-1966", Box 42 Folder 4

Mobil Oil Corporation. Booklet, "Mobil: the second century", Box 42 Folder 5

Mobil Oil Corporation. Standard Color for Paint (11 different), Box 42 Folder 6

Mobil Oil Corporation. Standard Color for Paint (7 different), Box 42 Folder 7

Mobil Oil Corporation - Mobil Land Development Corporation. Booklets, "Communities"; "For business", Box 42 Folder 8

Mobil Oil Corporation - Mobil Land Development Corporation. Brochure, "Communities", Folders (2 different), Box 42;55 Folder 9;9

Mobil Oil Corporation - Mobil Land Development Corporation. Graphic guidelines for Mobil Land communities, Box 42 Folder

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Mobil Miscellaneous. Invitation to Masterpiece Theatre and Mystery dinner; Invitation to Mobil Showcase Network preview for King Lear, Two by Forsyth and A Voyage Round My Father; Flyer for Free Concerts, "The Twelve Days of Christmas", Box 42 Folder 11

Xerox Corporation. 1963 Annual Report, Box 40 Folder 1

Xerox Corporation. 1970 Annual Report, Box 40 Folder 4

Aiken Industries, Inc. 1970 Annual Report, Box 6 Folder 22

ECL Industries. Nine Months Report, Box 17 Folder 2

ECL Industries. Six Months Report, Box 17 Folder 2

Columbia Records. New! from Columbia, the First Family of Entertainment booklet, Box 12 Folder 25

"Cultural Affairs," issue 2, Box 15 Folder 14

Directional Industries Inc. "The Original Mr. Chair" (manufactured by Plycraft Inc.) tag, Box 16 Folder 14

Edgewood. "Seasons Greetings..." (five pine trees) holiday card, Box 17 Folder 3

Edgewood. "Seasons Greetings..." (blue snowflake) holiday card , Box 17 Folder 3

Edgewood. "Seasons Greetings..." (red and green snowflake) holiday card, Box 17 Folder 3

Edgewood. "Seasons Greetings..." (santa seated on Edgewood chair) holiday card, Box 17 Folder 3

Howard Wise Gallery. Ernest Briggs card, Box 21 Folder 6

Management Science Training Institute. "How to use Electronic Data Processing for Production Planning and Inventory Control" brochure, Box 25 Folder 28

Museum of Modern Art. Membership cards (Contributing Member-Associate (1), Annual Courtesy Pass (1), Life Member (1), Artist's Annual Pass (1)), Box 28 Folder 9

Pepsi-Cola Co. "Pepsi-Cola World" cover, Box 32 Folder 4

Pepsi-Cola Co. Annual Report 1959, Box 32 Folder 4

Pepsi-Cola Exhibition Gallery. Santos (folk art from Puerto Rico) exhibition announcement, Box 32 Folder 5

Pepsi-Cola Exhibition Gallery. Twenty Young French Painters exhibition announcement , Box 32 Folder 5

Pepsi-Cola Exhibition Gallery. Women in Politics exhibition announcement , Box 32 Folder 5

Pepsi-Cola Co. Christmas Party invite, Box 32 Folder 4

Pepsi-Cola Exhibition Gallery. Churches and Temples: Postwar Architecture exhibition booklet, Box 32 Folder 5

Pepsi-Cola Exhibition Gallery. Guns: An Exhibition catalog , Box 32 Folder 5

Columbia Records. "You: a magazine for record collectors", Box 12 Folder 26

Xerox Corporation. 1964 Annual Report, Box 40 Folder 2

Xerox Corporation. 1967 Annual Report, Box 40 Folder 3

Xerox Corporation. 1972 Annual Report, Box 40 Folder 5

Xerox Corporation. 1974 Annual Report, Box 40 Folder 6

Xerox Corporation. 1976 Annual Report, Box 40 Folder 7

Series 3. Oversize Printed Samples

(38 records)

Burlington House. The Mill at Burlington House, Drawer 5 Folder 16

John F. Kennedy Library Foundation. The Campaign For Endowment, Box 44 Folder 2

Charles Square. Folder, Box 44 Folder 1

Davis Delaney, Inc. Brochure and envelope, Box 44 Folder 1A

Edgewood. William Armbruster, Box 44 Folder 1

Fort Worth Art Museum. Brochure, "Los Angeles in the Seventies", Box 44 Folder 1B

Fortune 500 board game, Box 44 Folder 1

General Fireproof. GF Diamond 400's, Box 44 Folder 1

Herman Miller. Poster advertisements, Box 44 Folder 4

Howard Wise Gallery. Water-Colors poster, Box 44 Folder 8

IBM. Corporate Furniture Standards, Box 45

IDCA: International Design Conference in Aspen. Ceux de Chez Nous, Box 44 Folder 2

JCDecaux USA. Street Furniture, Box 44 Folder 2

John F. Kennedy Library. Envelope, Box 44 Folder 2

John F. Kennedy Library. Brochure (sailboats), Box 44 Folder 2

John Fitzgerald Kennedy Library Foundation. Brochure, Box 44 Folder 2

Kingman Island. Brochure, Box 44 Folder 3

Knoll. Design Workspace: Intelligent, Box 44 Folder 3

Knoll Design. Brochure (2), Box 44 Folder 3

Knoll. Advertisement, "Knoll: One Company combines the power of award-winning...", Box 44 Folder 3

The Knoll Group. Identity Guidelines, Box 44 Folder 3

Lincoln Center for the Performing Arts. Student Program, Box 44 Folder 3

Mobil World Vol. 46 No. 2, Box 44 Folder 4A

Mobil Oil de Mexico. Book: Arte Popular/Mexicano; (Consultor de arte: Ivan Chermayeff), Box 43

Museum of Modern Art, New York. Book: Drawing Now: Eight Propositions by Laura Hoptman; Design by Emanuela Frigerio and Tom Geismar, Box 43

NBC. Graphic Design Standards, Box 45

NBC. This is NBC, Box 44 Folder 5

Norlin Corporation. Annual Report, Box 44 Folder 5

The Productivity Game. If We're So Good Why Aren't We Better?, Box 44 Folder 6

Psychology Today. Optimism, Box 44 Folder 6

Spiritually Moving. A Collection of American Folk Art Sculpture promotional booklet, Box 44 Folder 6

Telemundo. Graphic Standards Guidelines, Box 44 Folder 7

U.S. General Services Administration. Book: Facilities Standards for the Public Buildings Service, Box 43

UCLA. Extension Summer Quarter, Box 44 Folder 7

Westvaco. Envelope (animal speeds for Run-ability), Box 44 Folder 7A

Xerox. Can You Help Our World A Little?, Box 44 Folder 7

The Museum of Modern Art. Gift Shop bags (6), Box 44 Folder 9

Howard Wise Gallery. Paintings by Ernest Briggs poster, Box 44 Folder 8

Series 4. Book Jackets

(55 records)

Alperovitz, Gar. Atomic Diplomacy: Hiroshima and Potsdam, Box 42 Folder 12

Ayme, Marcel. The Proverb and Other Stories, Box 42 Folder 12

Ayme, Marcel. The Conscience of Love, Box 42 Folder 13

Bauer, Raymond Augustine, Alex Inkeles and Clyde Kluckhohn. How the Soviet System Works, Box 42 Folder 14

Berne, Eric, M.D. A Layman's Guide to Psychiatry & Psychoanalysis, Box 42 Folder 14

Brown, Sterling. Negro Poetry and Drama and the Negro in American Fiction (Studies in American Negro Life), Box 42 Folder 14

Chermayeff, Ivan, Fred Wasserman and Mary J. Shapiro. Ellis Island: An Illustrated History of the Immigrant Experience, Box 42 Folder 14

Clurman, Harold. The Naked Image: Observations on the Modern Theatre, Box 42 Folder 15

Donovan, James B. Strangers On A Bridge: The Case of Colonel Abel, Box 42 Folder 16

Du Bois, W. E. B. Black Reconstruction in America 1860-1880 (Studies in American Negro Life), Box 42 Folder 16

Durant, Will. The Pleasures of Philosophy, Box 42 Folder 16

Durdin, Tillman. Southeast Asia, Box 42 Folder 16

Faulkner, William. William Faulkner: Early Prose and Poetry, Box 42 Folder 16

Friendly, Alfred and Ronald Goldfarb. Crime and Publicity, Box 42 Folder 16

Frank, John P. The Warren Court: A Personality and Photographic Portrait of the Justices of Today's United States Supreme Court, Box 42 Folder 17

Garfinkel, Herbert. When Negroes March (Studies in American Negro Life), Box 42 Folder 18

Greene, Lorenzo Johnston. The Negro in Colonial New England (Studies in American Negro Life), Box 42 Folder 18

Gold, Herbert. First Person Singular, Box 42 Folder 19

Gold, Herbert. The Optimist, Box 42 Folder 20

Goldman, William. Boys and Girls Together, Box 42 Folder 20

Hartog, Jan De. The Hospital, Box 42 Folder 20

Heilbroner, Robert L. The Worldly Philosophers, Box 42 Folder 20

Investment in Innovation: an Historical Appraisal of the Fund for the Advancement of Education, Box 42 Folder 20

Johnson, James Weldon. Black Manhattan (Studies in American Negro Life), Box 42 Folder 20

Kirkpatrick, Ivone. Mussolini: A Study in Power, Box 42 Folder 20

Locke, Alain. The New Negro (Studies in American Negro Life), Box 42 Folder 20

Low, Janet. The Investor's Dictionary, Box 42 Folder 21

Marsh, Ngaio. Dead Water: A Mystery, Box 42 Folder 22

Martin, Milward W. Twelve Full Ounces, Box 42 Folder 22

Manchester, William. Portrait of a President, Box 42 Folder 23

Mays, Benjamin E. The Negro's God (Studies in American Negro Life), Box 42 Folder 23

Meir, August. The Making of Black America: Volume 1 (Studies in American Negro Life), Box 42 Folder 23

Nielsen, Waldemar A. Africa, Box 42 Folder 23

Quarles, Benjamin. Frederick Douglass (Studies in American Negro Life), Box 42 Folder 24

Record, Wilson. The Negro and the Communist Party, Box 42 Folder 24

Payne, Robert. The Life and Death of Lenin, Box 42 Folder 25

Robertson, Terence. Crisis: The Inside Story of the Suez Conspiracy (Atheneum), Box 42 Folder 26

Rosten, Leo. Religions of America, Box 42 Folder 27

Rudwick, Elliott M. W.E.B. Du Bois (Studies in American Negro Life), Box 42 Folder 27

Ruitenbeek, Hendrik. Psychoanalysis and Existential Philosophy, Box 42 Folder 27

Russell, Bertrand. A History of Western Philosophy, Box 42 Folder 27

Russell, Bertrand. Unpopular Essays, Box 42 Folder 27

Salisbury, Harrison E. Russia, Box 42 Folder 27

Schwartz, Harry. China, Box 42 Folder 27

Simon, S. J. Why You Lose At Bridge (Cornerstone Library), Box 42 Folder 27
Shirer, William L. The Rise and Fall of the Third Reich, Box 42 Folder 28
Szulc, Tad. Latin America, Box 42 Folder 29
Talbot, Daniel. Film: An Anthology (Simon and Schuster), Box 42 Folder 30
Taeuber, Karl and Alma. Negroes in Cities (Studies in American Negro Life), Box 42 Folder 30
Victor, Paul-Emile. Man and the Conquest of the Poles, Box 42 Folder 30
Vittorini, Elio. The Dark and The Light, Box 42 Folder 30
Walz, Jay. The Middle East, Box 42 Folder 30
Weyl, Hermann. Philosophy of Mathematics and Natural Science, Box 42 Folder 30
Warburg, Sandol Stoddard. Keep It Like a Secret, Box 42 Folder 30
White, Theodore H. The Making of the President 1972, Box 42 Folder 30

Series 5. Three-Dimensional Objects

(5 records)

Mobil. All Seasons Motor Oil. (Super 10W-40 oil can), Box 45
Mobil. Mobil 1 Synthesized Engine Lubricant oil can, Box 45
Mobil Masterpiece Theatre. Paperweight for 15th Anniversary Season 1985-86, Box 45
Mobil Showcase Network. Paperweight for Edward and Mrs. Simpson program, Box 45
Liz Claiborne. Packaging Samples (8 pieces), Box 46

Series 6. Album Covers

(20 records)

Gramavision. Blake, John. Adventures of the Heart, Box 47
Gramavision. Blake, John. A New Beginning, Box 47
Gramavision. Carter, John. Dance of the Love Ghosts, Box 47
Gramavision. Carter, John. Fields, Box 47
Gramavision. Carter, John. Shadows On A Wall, Box 47
Gramavision. Dagradi, Tony. Sweet Remembrance, Box 47
Gramavision. Davis, Anthony. Undine, Box 47
Gramavision. Davis, Anthony. The Ghost Factory, Box 47
Gramavision. Hart, Billy. Rah, Box 47
Gramavision. Jazz Sampler Volume 3, Box 47
Gramavision. Lake, Oliver. Gallery, Box 47
Gramavision. Lake, Oliver. Impala, Box 47
Gramavision. Lake, Oliver. Otherside, Box 45
Gramavision. MacDowell, Al. Time Peace, Box 47
Gramavision. Previte, Bobby. Pushing the Envelope, Box 47
Gramavision. Previte, Bobby. Claude's late Morning, Box 47
Gramavision. Rhythm & Blu: John Blake, Didier Lockwood, Michael Urbaniak, Box 47
Gramavision. Scofield, John. Blue Matter, Box 47
Gramavision. Swartz, Harvie. Smart Moves, Box 47
Gramavision. Watanabe, Kazumi. Kilowatt, Box 47

Series 7. Posters and Prints

(335 records)

Air Canada. Atlantic Provinces, Drawer 1 Folder 1

Air Canada. Montreal, Drawer 1 Folder 1

Air Canada. Quebec City, Drawer 1 Folder 1

Air Canada. Rockies, Drawer 1 Folder 1

Air Canada. Toronto, Drawer 1 Folder 1

Air Canada. Vancouver, Drawer 1 Folder 1

Albright-Knox Art Gallery. 125th Anniversary, The Buffalo Fine Arts Academy, Drawer 1 Folder 2

Alvin Ailey. Alvin Ailey 25 years, Drawer 6 Folder 1

American Academy in Rome. Rome Prize Fellowships, Drawer 1 Folder 3

AIS / American Bell. Responsability, Drawer 1 Folder 4

American Chemical Society. Taking Things Apart and Putting Things Together, Drawer 1 Folder 5

American Express Insurance. Yes We Can (aqua and purple), Drawer 1 Folder 6

American Express Insurance. Yes We Can (orange and red), Drawer 1 Folder 6

American Express Insurance. Yes We Can (red and beige), Drawer 1 Folder 6

American Express Insurance. Yes We Can (red/beige and aqua/purple), Drawer 1 Folder 6

AIGA. Chermayeff & Geismar Inc. designing over four decades (timeline), Drawer 1 Folder 7

AIGA. Color, Drawer 1 Folder 8

AIGA. Steff Geissbuhler / Chermayeff & Geismar / Collaboration, Drawer 1 Folder 9

AIGA. Symbol Signs, Drawer 1 Folder 10

AIGA Baltimore. Ivan Chermayeff and Tom Geismar: Presenting their process of designing over four decades, Drawer 1 Folder 11

AIGA Miami. AIGA Miami, Drawer 1 Folder 12

AIGA New York. AIGA New York, Drawer 1 Folder 13

AIGA New York. An Evening with Chermayeff & Geismar Inc. (Tishman Auditorium, The New School), Drawer 1 Folder 14

AIGA New York. Then and now: 35 years of graphic, exhibit and environmental design. Ivan Chermayeff, Tom Geismar, John Grady and Steff Geissbuhler present the work of Chermayeff & Geismar Inc. at F.I.T. on Thursday November 10th at 7pm, Drawer 1 Folder 15

American Institute of Graphic Arts (AIGA). Touch, Box 48 Folder 2

American Republic Insurance Company. Americare Is What We Are, Drawer 1 Folder 16

American Revolution Bicentennial Commission. American Revolution Bicentennial 1776-1976, Drawer 1 Folder 17

Amicus Journal / Natural Resources Defense Council. The Amicus Journal, Drawer 1 Folder 18

Art Directors and Artists Club of Sacramento (ADAC). Envision 14 "Drawing From Experience", Box 48 Folder 3

Art Directors Club. 2001- 2002 Hall of Fame, Box 48 Folder 1

Art Directors Club of New York. Stop 59th Annual Exhibition of The Art Directors Club of NY, Box 48 Folder 4

Art Expo New York. Art Expo New York 1979, Drawer 1 Folder 19

Aspen Art Museum / IDCA. Roland Roure, Drawer 1 Folder 20

Besuchen sie die U.S.A. (Visit the U.S.A.), Drawer 9 Folder 17

Bienale Brno 96. Plakaty / Posters Ivan Chermayeff / USA, Drawer 1 Folder 21

Big Apple Circus. Big Apple Circus : Our elephants are close enough to steal your popcorn! (elephant with yellow background), Drawer 1 Folder 22

Big Apple Circus. The Big Apple Circus: Go Wild! Go West!, Drawer 6 Folder 2

Big Apple Circus. Big Apple Circus: New York's very own circus in a magical all new show with the Nanjing Acrobatic Troupe under the Trump Tent at Lincoln Center Oct. 27 - Jan. 2, Drawer 6 Folder 3

Bunkamura / Lincoln Center. Mostly Mozart, Drawer 6 Folder 4

Cable Health Network. We Can Make Your Life a Better Place To Live, Drawer 1 Folder 23

Cambridge Seven. Celebrating Thirty Years of Aquarium Planning and Design, Drawer 1 Folder 24

Champion / Dallas Society of Visual Communications. Come See Tom and the Horse He Rode in On, Drawer 1 Folder 25

Champion. F, Drawer 1 Folder 26

Champion. Z, Drawer 1 Folder 27

Charter New York Corporation. This Symbol Stands for Charter New York Corporation, Box 48 Folder 5

City of New York Department of Cultural Affairs. New York is Art (New York and the Arts: A Cultural Affair), Drawer 6 Folder 5

City of New York Department of Cultural Affairs and The Department of Parks and Recreation. Wrapping Up The 70's: New Year's in Central Park, Drawer 1 Folder 28

City of New York Department of Cultural Affairs. New York and the Arts: A Cultural Affair, Drawer 9 Folder 12

City of New York Department of Cultural Affairs. New York is Children (New York and the Arts: A Cultural Affair), Drawer 6 Folder 6

City of New York Department of Cultural Affairs. New York is: Gardens & Zoos (New York and the Arts: A Cultural Affair), Drawer 6 Folder 7

City of New York Department of Cultural Affairs. New York is Heritage (New York and the Arts: A Cultural Affair), Drawer 6 Folder 8

City of New York Department of Cultural Affairs. New York is Dance (New York and the Arts: A Cultural Affair), Drawer 9 Folder 13

City of New York Department of Cultural Affairs. New York is Museums (New York and the Arts: A Cultural Affair), Drawer 6 Folder 9

City of New York Department of Cultural Affairs. New York is Music (New York and the Arts: A Cultural Affair), Drawer 6 Folder 10

City of New York Department of Cultural Affairs. New York is Theater (New York and the Arts: A Cultural Affair), Drawer 9 Folder 14

Composing Room. A Return Exhibition of Graphic Design by Brownjohn, Chermayeff & Geismar, Drawer 2 Folder 1

Conservation Trust of Puerto Rico / Fideicomiso de Conservacion de Puerto Rico. Hacienda Buena Vista Ponce, Drawer 2 Folder 2

Crafton. craftonship : color + register, Drawer 2 Folder 3

Crafton. craftonship : embossing, Drawer 2 Folder 4

Crane & Co. Crane's Social, Drawer 2 Folder 5

Dalton School. Dalton Street Fair, Box 48 Folder 6

The Dana Alliance for Brain Initiatives. The Dana Alliance for Brain Initiatives Declaration, Drawer 2 Folder 6

David Teiger. The House: A Celebration of Craftsmanship, Box 48 Folder 7

Department of Transportation / AIGA. Department of Transportation symbols (6 different), Drawer 2 Folder 7

Designer's Saturday New York. Designer's Saturday New York Oct 7-8, Drawer 2 Folder 8

Earth Fair. Earth Fair New York 95, Drawer 2 Folder 9

Edgewood Furniture. 5 X (five new series), Box 48 Folder 8

Edgewood Furniture. Three Edgewood invitations, Box 48 Folder 8

The Enterprise Foundation. The Frederick P. Rose Architectural Fellowship, Drawer 2 Folder 10

Equitable Gallery. Feeling Faces Martha Stuart, Drawer 2 Folder 11

Eugene O'Neil Theatre. La Bete, Box 48 Folder 9

Expo 67 World's Fair. America's Expo Spectacular, Drawer 2 Folder 12

Expo 67 World's Fair. Fantastic Forms of the Future, Drawer 2 Folder 12

Expo 67 World's Fair. Images of Our Times, Drawer 2 Folder 12

Expo 67 World's Fair. Kaleidoscope of Impressions, Drawer 2 Folder 12

Festival de Cadaques. Estui 2001, Drawer 2 Folder 13

Film Society of Lincoln Center. 37th New York Film Festival, Drawer 2 Folder 14

Fine Creations Inc. Fine Creations, Drawer 2 Folder 15

Forbes ASAP. The Universal Moment, Drawer 2 Folder 16

Fort Worth Art Museum. Kei Takei's Moving Earth, Box 48 Folder 10

Fort Worth Art Museum. Los Angeles in the Seventies, Box 48 Folder 11

Fulta Group. Wind Circus of Susumu Shingu, Drawer 2 Folder 17

Gemini. We Are What We Repeatedly Do, Drawer 2 Folder 18

Ginza Graphic Gallery. Ivan Chermayeff Collages / Harlequin, Drawer 2 Folder 19

Glasnost Perestroika GorbyHead, Drawer 2 Folder 20

Gramavision. Arditti String Quartet, Box 48 Folder 12

Gramavision. X : The Life and Times of Malcolm X, Drawer 2 Folder 21

Harper & Row. Sun Moon Star, Drawer 2 Folder 22

Hartford Ballet. The Nutcracker, Drawer 2 Folder 23

Hartford Stage Company / United Technologies. On The Town, Drawer 2 Folder 24

Helen Hayes Theatre. The Last Night of Ballyhoo, Box 48 Folder 13

Home Box Office (HBO). Welcome Home!!! Vietnam Veterans, Drawer 6 Folder 11

Howard Wise Gallery. Paintings By Milton Resnick, Box 48 Folder 14

Howard Wise Gallery. Recent Paintings By Edward Dugmore, Box 48 Folder 14

Howard Wise Gallery. Recent Paintings By Ernest Briggs, Box 48 Folder 14

Howard Wise Gallery. Recent Paintings By George Ortman, Box 48 Folder 14

Howard Wise Gallery. Recent Paintings By Stephen Pace, Box 48 Folder 14

Howard Wise Gallery. Charmon Von Wiegand, Box 48 Folder 15

Howard Wise Gallery. Exhibition of Paintings By Charmion Von Wiegand, Box 48 Folder 15

Howard Wise Gallery. Exhibition Of Sculpture By Michael Lekakis, Box 48 Folder 15

Howard Wise Gallery. Recent Paintings By Hugo Weber, Box 48 Folder 15

Howard Wise Gallery. Recent Sculptures By Abram Schlemowitz, Box 48 Folder 15

Illinois Institute of Technology. Institute of Design 50th Anniversary, Drawer 2 Folder 25

Images International pour les droits de l'homme et du citoyen. The Rights of Man, Drawer 2 Folder 26

Ingber Gallery. Ivan Chermayef Collages / New Guardian, Drawer 2 Folder 27

International Design Conference in Aspen (IDCA). Ceux de Chez Nous (Green Dots), Drawer 2 Folder 28

International Design Conference in Aspen (IDCA). The Invisible City (airport baggage claim tickets), Drawer 2 Folder f

International Design Conference in Aspen (IDCA). It's Not About Sports, It's About Design, Drawer 6 Folder 12

International Vintage Poster Fair. The International Vintage Poster Fair, Drawer 2 Folder 30

Jacob's Pillow. Jacob's Pillow 1983, Drawer 3 Folder 1

Jacob's Pillow. Jacob's Pillow 1984, Drawer 3 Folder 2

Jacob's Pillow. Jacob's Pillow 1985 (purple), Drawer 3 Folder 3

Jacob's Pillow. Jacob's Pillow 1990 (blue), Drawer 3 Folder 4

Jacob's Pillow. Jacob's Pillow 1990 (green), Drawer 3 Folder 4

Jacob's Pillow. Jacob's Pillow 1990 (magenta), Drawer 3 Folder 4

Jacob's Pillow. Jacob's Pillow 1993, Drawer 3 Folder 5

Kennedy Center and Xerox Corporation. American Bicentennial Theater, Drawer 3 Folder 6

Knoll. Parachute, Drawer 3 Folder 7

Kongi's Harvest. This is the Year of Kongi's Harvest, Drawer 3 Folder 8

Lar Lubovitch Dance Company / Roundabout Theatre. Lar Lubovitch Dance Company, Drawer 3 Folder 9

Library Of Congress. Freud: Conflict & Culture, Box 48 Folder 16

Lincoln Square Business Improvement District. Winter's Eve at Lincoln Square, Box 48 Folder 17

May. Benefits by Design, Box 48 Folder 18

May. The Perfect Match Your Gift and Ours, Box 48 Folder 19

May. Max Beckmann, Drawer 3 Folder 10

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Museum of Contemporary Art. The Temporary Contemporary / Automobile and Culture (red car with pegasus), Drawer 4 Folder 2

Museum of Contemporary Art. The Temporary Contemporary, Drawer 4 Folder 3

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Ivan Chermayeff: Cats, Masks, Tables: Collages 1982; Galerie Ulysses, Vienna, Box 52

Ivan Chermayeff: Posters (Design Centre of the Czech Republic, Moravian Gallery of Brno, June 19 - August 31, 1996), Box 52

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"Barn Appeal: Ivan and Jane Clark Chermayeff's Country House" from Architectural Digest, June 1989., Box 52

"The Collage Work of Ivan Chermayeff" by Steven Heller, Graphis 27/4, Box 52

"Staples to Blancmange" from Forum vol. 139 no. 3, Box 52

Article about Ivan Chermayeff's country home, Box 52

"Voodoo Signs of the Business World" The New York Times Magazine, Box 52

"Chermayeff & Geismar Associates" unknown publication in English and Japanese, Box 52

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"Chermayeff & Geismar Inc.: The difficulty of being simple" Domus, Box 52

International Design Festival, Osaka, p. 22 , Box 52

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"Problem Defining Problem Solving" by Tom Geismar, Speaking Out on Annual Reports, p. 40 (2), Box 52

"Chermayeff & Geismar: Design Freshness from Design Diversity" Print XVI:V, Box 52

"Ivan Chermayeff" Communication Arts (special issue on museum promotion), p. 72., Box 52

"Ivan Chermayeff: A Design Anatomy", DQ 110, Box 52

"Ivan Chermayeff: North Salem, NY". Avenue Country., Box 52

"Spanish Steps", Architecture Plus December 1973 (article about Chermayeff's home in Spain), Box 52

"Ivan Chermayeff", Ludica July 2000, Box 52

"El Collage, por Ivan Chermayeff," Tipo Magazine, Box 52

"Algunas impresiones sobre diseno grafico por Ivan Chermayeff," Tipo magazine February 2004, Box 52

"The best thoughts rise to the surface: an interview with Ivan Chermayeff", Rough Vol. 13 Issue 109, Box 52

"CEO: The Whole Man: Do Oil and Art Mix" Rawleigh Warner Jr. (Chairman and CEO of Mobil) interviewed by David Finn, Across the Board Vol. XXII, No. 11, p. 38., Box 52

"Profile: Cambridge Seven Associates: Synthesis" Progressive Architecture, p. 56., Box 52

Fortune. "The Men Who Changed Mobil's Look", Box 52

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Series 11. Digital Files

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Pepsi-Cola Annual Report cover

Pepsi-Cola Annual Report cover

Pepsi-Cola World cover

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Subseries 2. National Park Symbols

(17 records)

Falling rock

Street crossing

Deer

Surfing

Food (knife and fork)

Skiing

Bear

Picnic area

Women's restroom

Hiking

Water

Boat dock

Gas station

Camper parking

Swimming

Camping area

Lunch