

## Louise Fili Collection

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### Collection, MG.14

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### Abstract

Louise Fili founded her design studio, Louise Fili Ltd in 1989, specializing in brand development for food packaging and restaurants. Fili was a senior designer for Herb Lubalin from 1976-1978 and then became art director of Pantheon Books from 1978-1989. During her tenure at Pantheon she was responsible for two-thousand book jackets, leaving a profound mark on book jacket design in the process. Fili is also a faculty member in SVA's BFA and MFA Graphic Design programs and has authored or co-authored many books on design and typography. A member of the Art Directors Hall of Fame, Fili has received the medal for Lifetime Achievement from the AIGA and the Type Directors Club.

### Scope And Contents

The Louise Fili Collection includes wine label designs for Polaner wine importer and a series of limited edition letterpress books representing Fili's logos and packaging designs, plus posters, packaging, and other books by Fili.

### General Physical Description

The Louise Fili Collection is composed of posters, books, and packaging.

### Restrictions

The Louise Fili Collection is open for research.

### Copyright

The Louise Fili Collection is the physical property of the Milton Glaser Design Study Center and Archives. For information on obtaining permission to publish or reproduce, contact the Archivist.

### Preferred Citation

Louise Fili Collection, [series. item]. Milton Glaser Design Study Center and Archives, Visual Arts Foundation, New York.

### Acquisition Information

The Louise Fili Collection was acquired as a gift from Louise Fili.

### Author/Processed By

Processed by Beth Kleber.

## Collection Contents

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### Louise Fili Collection

#### Series 1. Books and Brochures

(11 records)

More Logos A to Z by Louise Fili, Box 1

Logos A to Z by Louise Fili, Box 1

Logos A to Z Three by Louise Fili, Box 1

A Cat, a Tree, a Headstone, the Empire State Building, a Bottle, a Heart, a Volcano, a Wine Glass, a Chile Pepper, a Kidney Bean, a Baseball & a Star of David: Twelve Copyright Pages, Box 1

Buon Appetito: Grafica e Cucina by Louise Fili, Box 1

Italianissimo: The Quintessential Guide to What Italians Do Best by Louise Fili and Lise Apatoff, Box 1

Un Sedicesimo Six promotional brochure, Box 1

Elegantissima: The Design and Typography of Louise Fili,

Grafica della Strada: The Signs of Italy by Louise Fili,

Graphique de la Rue: The Signs of Paris by Louise Fili,

The Masters Series: Louise Fili. 100 Logos A-Z,

## Series 2. Packaging

(15 records)

Tratturi Primitivo wine bottle. Salento 2008. Bottled by Caleo-Fossalta. Imported by Polaner Selections., Box 2

Il Conte Pinot Grigio 2009 wine bottle. Veneto. Imported by Polaner Selections, Box 2

Calea Nero d'Avola 2007 wine bottle. Sicilia. Imported by Polaner Selections, Box 2

Il Conte Montepulciano D'Abruzzo 2008 wine bottle. Imported by Polaner Selections, Box 2

Mermaid Inn matchbook,

Mermaid Oyster Bar matchbook,

Metrazur matchbook,

Metropole matchbook,

Pace matchbook,

Prix Fixe matchbook,

Via Carota matchbook,

L'Arte del Gelato shopping bag,

Perfetto Pencils,

Tutti Frutti Pencils,

Brillante Pencils,

## Series 3. Posters

(5 records)

Mardell Type Specimen Sheet, Drawer freq use

School of Visual Arts. It's Never Too Late to Get Where You're Going, Drawer freq use

School of Visual Arts. Seed Package, Drawer freq use

School of Visual Arts. Chocolate, Drawer freq use

School of Visual Arts. The Masters Series: Louise Fili, Drawer freq use