

## Keith Godard Collection

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### Collection, MG.27

### Part Of

Glaser Design Archives > Keith Godard Collection

### Related To

Keith Godard

### In Repository

Design Archives

### Date

1963 – 2016 (Date ranges)

### Abstract

Keith Godard (1938-2020) was a renowned designer of public art and exhibitions, and a pioneer of the teaching of graphic design history. He was the Principal of StudioWorks and a faculty member in SVA's MFA Design department. The Godard Collection represents his exuberantly textural and conceptual approach to design.

### Scope And Contents

The Collection includes posters, book jackets, books, miscellaneous print items, and a three-dimensional model for Godard's New York City Transit Museum exhibition.

### General Physical Description

Two manuscript cases, two flat boxes, one small object box, and one flat file drawer.

### Restrictions

This collection is open for research.

### Preferred Citation

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

### Acquisition Information

The Keith Godard Collection was acquired as a gift from Keith Godard.

### Author/Processed By

Lawrence Giffin, 2019

## Collection Contents

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### Keith Godard Collection

#### Series 6. 3-D Objects

(1 record)

Exhibition models designed for the New York Transit Museum exhibition "Steel, Stone and Backbone" (two 1/8" acrylic vitrines),

## Series 1. Posters

(41 records)

- California Institute of the Arts. "1st Year is represented by its faculty and students", Drawer 81 Folder 8
- Lake Placid Film Festival. "5th Annual Lake Placid Film Festival", Drawer 81 Folder 9
- New Jersey Institute of Technology and Rutgers University. "A Conference Celebrating the International Year of the Child", Drawer 81 Folder 10
- New School University, Parsons School of Design; Goethe Institute. Nach Berlin Kapital Architectures, Drawer 81 Folder 10
- "Philadelphia College of Art: Summer Sessions" (signed), Drawer 81 Folder 9
- Royal Society for the Prevention of Accidents. "Broken Glass Can Cripple. Tidy Up!", Drawer 81 Folder 9
- United Nations. World Population Year and "New Internationalist", Box 1 Folder 2
- University of Virginia School of Architecture. "The Defining Eye of Ethics: Spring Lectures 2000", Box 1 Folder 1
- University of Virginia School of Architecture. "Verdant Light: Fall Lectures 2000", Box 1 Folder 1
- University of Virginia School of Architecture. Currents: Spring Lectures 2001, Box 1 Folder 1
- University of Virginia School of Architecture. "Buildings and Grounds in Transition: Lectures Fall 2001", Box 3 Folder 2
- University of Virginia School of Architecture. "Aesthetics: Lectures Spring 2002", Box 1 Folder 1
- University of Virginia School of Architecture. "Conversations: Lectures and Exhibitions Fall 2002", Box 1 Folder 1
- University of Virginia School of Architecture. "More Conversations: Lectures and Exhibitions Spring 2003", Box 1 Folder 1
- University of Virginia School of Architecture. Cite Site Sight: Lectures and Symposia Fall 2003-Spring 2004, Box 3 Folder 3
- University of Virginia School of Architecture. "Slices of Work: Lectures and Symposia Fall 2004", Box 1 Folder 1
- University of Virginia School of Architecture. "Architecture Plus Lectures and Symposia Fall 2005", Box 3 Folder 1
- University of Virginia School of Architecture. "Listening: Lectures and Symposia Spring 2006", Box 3 Folder 6
- University of Virginia School of Architecture. "Constructure: Lectures Spring 2007", Box 3 Folder 4
- University of Virginia School of Architecture. "Architecture and Landscape Architecture", Box 3 Folder 5
- Advertising Women of New York. "1989 New York Addy Awards", Drawer 81 Folder 10
- Punchout assembly instructions for Ottoman and Low Table, Drawer 81 Folder 10
- Plan de ville. Perigaux, Capitale du Perigord, Drawer 81 Folder 10
- American Institute of Architects, American Institute of Planners, American Society of Landscape Architects, Art Directors Club of Los Angeles. "A Picnic in Los Angeles", Drawer 81 Folder 8
- California Institute of the Arts. School of Design. "Tooling Tomorrow" poster, Box 4 Folder 10
- Columbia University Graduate School of Architecture and Planning. "Urban Focus: A Festival of Films and Video Tapes", Drawer 81 Folder 8
- "Commemoration Meeting for the 20th Anniversary of the Warsaw Ghetto Uprising and the Six Million Jewish Martyrs of Nazism", Drawer 81 Folder 8
- "Evolution of the Poster 1850 to the Present: An Inspirational Talk With Examples by Keith Godard", Drawer 81 Folder 8
- "Experience New Levels in Parking From the Earth Core to the Universe in Charlotte North Carolina", Drawer 81 Folder 8
- Eye magazine. "Moon Calendar" (for the third issue of Eye in an edition of 750) poster, Box 4 Folder 8
- "The International Vintage Poster Fair", Drawer 81 Folder 9
- Municipal Art Society, Philip Morris Inc., National Endowment for the Humanities. "Grand Central Terminal: City Within the City", Drawer 81 Folder 9
- Museum of Primitive Art. "Precolumbian Art in New York", Drawer 81 Folder 9
- Staten Island Children's Museum. "Hocus Focus", Box 4 Folder 11
- Yale University, Ann Arbor Film Festival. "Yale Film Festival" poster, Drawer 81 Folder 10
- Cooper Hewitt. "Immovable Objects: An Outdoor Exhibition About City Design" poster, Drawer 81 Folder 11

USA print series. Electrostatics (series of 7), Box 4 Folder 9  
Punchout assembly instructions for Lounge Chair, Drawer 81 Folder 10  
Yale University. "Perspecta 11" (Yale Architectural Journal) (red) poster, Box 4 Folder 7  
Yale University. "Perspecta 11" (Yale Architectural Journal) (blue) poster, Box 4 Folder 7  
"The Next Time Nobody Will Be Around to Sign the Peace Treaty", Drawer 81 Folder 10

## Series 2. Printed Materials

(34 records)

"The Best of British Graphics '83" exhibition brochure, Box 1 Folder 20  
Business Week. Cover, (Japanese martial arts watch), Box 3 Folder 7  
Fortune magazine. Cover, "The Fortune Five Hundred" (August, 1976), Box 1 Folder 5  
Museum of Modern Art. "New York: Sniffs, Snuffles, Snorts & Whiffs", Box 5  
Wedding invitation for Caroline Kennedy and Edwin Schlossberg, Box 1 Folder 21  
BusinessWeek. Cover, "The New Oil Game: Diversification", Box 1 Folder 5  
Cooper Union School of Art/Herb Lubalin Study Center. "Keith Godard: This Way That Way" exhibition postcard, Box 1 Folder 14  
Creative Playthings. Stickers with logo, Box 1 Folder 9  
Educational Facilities Laboratories. "Four Fabric Structures" report, Box 1 Folder 11  
Fortune magazine. Cover, "Telephonizing the Third World", Box 1 Folder 5  
Lake Placid Film Festival. 5th Annual program, Box 1 Folder 15  
Museum of Primitive Art. "Precolumbian Art in New York: Selections from Private Collections" catalog, Box 1 Folder 17  
Parsons School of Design. Department of Architecture. "City Spaces" booklet, Box 1 Folder 22  
Poster Society. "Journal of the Poster Society," Spring, 1987, Box 3 Folder 11  
Poster Society. "Journal of the Poster Society," Summer, 1987, Box 4 Folder 1  
Poster Society. "Journal of the Poster Society," Winter, 1987-1988, Box 4 Folder 2  
Poster Society. "Journal of the Poster Society," Spring, 1988, Box 4 Folder 3  
University of Virginia. School of Architecture Graduate and Graduate Programs catalog, 2001-2003, Box 1 Folder 22  
University of Virginia. School of Architecture. "Urgent Matters, vol. 1, Trojan Goat: A Self-Sufficient House", Box 1 Folder 22  
Keith Godard StudioWorks brochure, Box 1 Folder 13  
StudioWorks postcards of miscellaneous projects, Box 1 Folder 19  
Mauricio Klabin exhibition invitation, Box 1 Folder 16  
Cooper Hewitt. "Immovable Objects: An Outdoor Exhibition About City Design, June 18-August 8 1975" (catalog/newspaper), Box 3 Folder 8  
Empire State Building. "Souvenir Guide to the Views", Box 1 Folder 10  
Graphis. Cover (pills), vol. 25, no. 142, Box 1 Folder 5  
International Design Conference in Aspen. "Paradox" brochure (IDs), Box 1 Folder 12  
Staten Island Children's Museum. "Building Buildings", Box 1 Folder 4  
California Institute of the Arts Bulletin, 1971-1972 (with printed plastic enclosure), Box 1 Folder 6;7;8  
Cooper Hewitt Museum of Design. "Immovable Objects" exhibition sticker, Box 3 Folder 9  
International Design Conference in Aspen, June 20-2, 1971 participatory newspaper, Box 3 Folder 10  
Punchout brochure in envelope, letterhead, envelope, Box 1 Folder 18  
Yale Film Festival entry form, Box 1 Folder 23  
"Brooklyn on Tour" map and guide, Box 1 Folder 3

Young at Heart Cards, Box 1 Folder 24

### Series 3. Books

(10 records)

"Anderson and Archer's SoHo: The Essential Guide to Art and Life in Lower Manhattan", Box 2 Folder 5

Educational Facilities Laboratories. "Learning About the Built Environment", Box 2 Folder 5

J. Paul Getty Museum. "Make Your Own Museum", Box 2 Folder 2-4

"Holdup" (Works Editions), Box 2 Folder 1

"Itself" (Works Editions), Box 2 Folder 1

"A Little Night Book (that glows in the dark...)" (Works Editions), Box 2 Folder 1

"Sounds: Noisy Paper Book" (Works Editions), Box 2 Folder 6

"Spacescape: A Story of Dimension" (with stereoscopic viewer) (Works Editions), Box 2 Folder 6

"Book Mates" (Works Editions), Box 2 Folder 6

"Glue Glue" (Works Editions), Box 1 Folder 25

### Series 4. Book Jackets

(11 records)

Doubleday. "The Adolescent" by Fyodor Dostoevsky, translated by Andrew R. MacAndrew, Box 2 Folder 12

Macmillan. "Birthrights: A Bill of Rights for Children" by Richard Farson, Box 2 Folder 7

Doubleday/Anchor. "Brecht: The Man and His Work" by Martin Esslin, Box 2 Folder 8

Doubleday/Anchor. "Cold War Essays" by Gar Alperovitz, Box 2 Folder 9

Doubleday/Anchor. "A Different Drummer" by William Melvin Kelley, Box 2 Folder 10

Macmillan. "The Divine Pastime" by Harold Clurman, Box 2 Folder 12

Doubleday. "Edmond Halley: Genius in Eclipse" by Colin A. Ronan, Box 2 Folder 12

Doubleday/Anchor. "Ideology and Insanity: Essays on the Psychiatric Dehumanization of Man" by Thomas S. Szasz, Box 2 Folder 11

Doubleday/Anchor. "Karl Marx on Colonialism and Modernization" edited by Shlomo Avineri, Box 2 Folder 12

Doubleday/Anchor. "Mao Tse-Tung on Revolution and War" edited by M. Rejai, Box 2 Folder 12

Doubleday. "Stories from the Sixties" edited with a preface by Stanley Elkin, Box 2 Folder 12

### Series 5. Photographic Materials

(4 records)

Negatives for Electrostatic prints, Box 5

Yale University. Photograph of art for Perspecta, 11 (pushpin globe), Box 4 Folder 5

Images of Live from Lincoln Center banners, Box 4 Folder 4

Transparencies of miscellaneous projects, Box 2 Folder 13

### Series 7. About Keith Godard

(2 records)

Metropolis January/February, 1984. "A Very Graphic Business: Graphic Artists Take on the Third Dimension", Box 4 Folder 6

Article on Plans des Villes in "The Connexion," September 2016, Box 2 Folder 14