

graphica Modern

USA, Italy and Switzerland 1934–66

June 4–July 26, 2012
Center Gallery 113 W 60th St.
New York, NY 10023

USA (27 total items)

1. **Alvin Lustig**
Amerika, Franz Kafka, 1946
New Directions, NC10
Dust Jacket Reproduction (Enlarged)
2. **Lester Beall**
PM Journal, Vol. IV, No. 3, Nov 1937
Journal Cover
3. **Paul Rand**
PM Journal, No. 9, Oct/Nov 1938
Journal Cover
4. **Herbert Bayer**
PM Journal, Vol. VI, No. 2,
Dec/Jan 1939–1940
Journal Cover
5. **Attributed to György Kepes**
School of Design in Chicago, 1940
Prospectus Cover
6. **William Fleming**
The New City: Elements of Planning,
L. Hilberseimer, 1944
Paul Theobald Publisher
Publisher's Book Prospectus
7. **Herbert Bayer**
Wine and Liquor Retailer, July 1942
Magazine Cover
8. **Alvin Lustig**
*Design, Special Issue: Black Mountain
College*, No. 8, April 1946
Magazine Cover
9. **Herbert Matter**
New Showroom Preview, c.1945
Knoll Associates, Inc.
Invitation Cover
10. **Paul Rand**
Westinghouse Electric Corporation, 1960
Logo
11. **Lester Beall**
Heparin Anticoagulant
Scope, No. 6, March 1944
Advertisement
12. **Paul Rand**
Direction, Vol. 4, No. 3, March 1941
Magazine Cover
13. **Herbert Bayer**
The Human Eye—A Living Camera, 1939
Advertisement
14. **Ladislav Sutnar**
Multi-Measure Metal Enclosures, c.1944
Prospectus Front, Double-Sided
15. **Herbert Matter**
Molded Plastic Chairs, August 1951
Knoll Associates, Inc.
Advertisement
16. **Lester Beall**
Biosulfa Antibiotic
Scope, No. 2, December 1950
Advertisement
17. **Ladislav Sutnar**
Cuno Continuously Cleanable Filters, 1944
Cuno Engineering Corporation
Catalog Cover
18. **Lester Beall**
Scope, No. 6, March 1944
Magazine Cover

19. **Fred Troller**
Persantin/Geigy, 1962
Advertising Insert
20. **Unknown (possibly Fred Troller)**
Preludin/Geigy, 1962
Advertising Insert
21. **Unknown (possibly Fred Troller)**
Hygroton/Geigy, 1962
Advertising Insert
22. **Ladislav Sutnar**
RCA Electron Tubes, 1945–46
Radio Corporation of America
Catalog Interior
23. **Ladislav Sutnar**
Wire Mesh Partitions, 1956
Acorn Wire and Iron Works
Catalog Cover
24. **Herbert Matter**
Arts and Architecture, No. 3,
July 1945
Magazine Cover
25. **Erik Nitsche**
General Dynamics Annual
Report, 1955
Cover
26. **Matthew Leibowitz**
Sharp and Dohme, c.1940s
Gaphis Magazine, Vol. 3,
No. 17, 1947
Brochure Cover
27. **William Golden**
The CBS Eye, 1951
CBS Television Network
Logo

Italy (24 items)

28. **Xanti Schawinsky, Studio Boggeri**
Olivetti M40, 1934
Brochure Cover
29. **Remo Muratore, Studio Boggeri**
Kardex Italiano, 1940
Catalog Cover
30. **Giovanni Pintori**
Olivetti Lettera De Luxe, 1966
Brochure Cover
31. **Alan Fletcher**
Pirelli Più Chilometri (More KM's), 1959
Advertisement
32. **Giovanni Pintori**
Urbanistica, Anno XIX, No. 4,
April–June 1950
Magazine Cover
33. **Pavel Michael Engelmann**
Pirelli Pneumatico Inverno
(Winter Tires), 1955
Advertisement
34. **Franco Grignani**
Artrosil B1, 1951
Dompé Pharmaceutical
Advertisement
35. **Max Huber**
Borsalino, c.1949
Postcard
36. **Max Huber**
Borsalino, c.1949
Postcard
37. **Max Huber**
Borsalino, c.1939
Postcard

- 38. Max Huber**
Borsalino, c.1949
Postcard
- 39. Max Huber**
Jazztime and Records, No. 4,
May–June 1952
Magazine Front and Back Cover
- 40. Franco Grignani**
Artrosil B1, 1955
Dompé Pharmaceutical
Advertisement
- 41. Albe Steiner**
Stile Industria, No. 21, March 1959
Magazine Cover
- 42. Lora Lamm**
Pirelli Pneumatici Per Biciclette
(Tires for Bicycles), 1959
Advertisement
- 43. Bob Noorda**
Pagina, No. 2, June 1963
Magazine Cover
- 44. Franco Grignani**
Artrosil B1, 1949
Dompé Pharmaceutical
Advertisement
- 45. Aldo Calabresi, Studio Boggeri**
Pirelli Più Veloci Strada
(More Speed on the Road), 1958
Brochure Cover
- 46. Massimo Vignelli**
Pirelli Pneumatici (Tires), 1963
Poster
- 47. Confalonieri (Giulio) e Negri (Ilio)**
Pirelli Tubi (Tubes), 1959
Advertisement
- 48. Aldo Calabresi for Studio Boggeri**
Afolin / AFO, 1960
Società del Linoleum
Advertisement
- 49. Max Huber**
L'estate 1955 Consiglia
La Rinascente, 1955
Catalog Cover
- 50. Bob Noorda**
Pirelli Milioni di Ciclisti Scelgono
(Millions of Cyclists Choose), 1957
Advertisement
- 51. Studio Boggeri**
Argani Elettrici, c.1956
Loro e Parisini
Brochure Cover
- Switzerland** (30 items)
- 52. Yves Zimmermann**
Typographische Monatsblätter (TM)
No. 8/9, August/September 1958
Journal Cover
- 53. Emil Ruder**
Typographische Monatsblätter (TM)
No. 6/7, July 1961
Journal Cover
- 54. Robert Büchler**
Typographische Monatsblätter (TM)
No. 11, November 1960
Journal Cover
- 55. Sigfried Odermatt**
Typographische Monatsblätter (TM)
No. 8/9, August/September 1960
Journal Cover
- 56. Emil Ruder**
Typographische Monatsblätter (TM)
No. 12, December 1955
Journal Cover
- 57. Fritz Schrag, Gerstner + Kutter**
National Zeitung (NZ), c.1959
Newspaper Wrappers
- 58. Therese Moll**
Girocap, c.1959
Advertisement
- 59. Carl Bernhard Graf**
Triostat, c.1962
Advertisement
- 60. Carlo Vivarelli**
*Neue Grafik/New Graphic
Design/Graphisme actuel*, No 1,
September 1958
Magazine Cover
- 61. Gerstner + Kutter**
Tiefenscharfe? (Depth of Field), 1960
Sinar AG
Advertisement
- 62. Gerstner + Kutter**
Weit Weg? Ganz Nahe?
(At a Distance? Quite Near?) 1960
Sinar AG
Advertisement
- 63. Gerstner + Kutter**
PEN Furniture, 1959
Christian Holzäpfel KG
Brochure Interior
- 64. Atelier Plancherel / Doswald (Edi)**
Arwa, c.1961
Advertisement
- 65. Carl Bernhard Graf**
Norm, c.1963
Metallbau AG
Advertisement
- 66. Unknown**
Drei Mal Pro, Akzidenz-Grotesk, c.1954
Type Specimen Cover, German
- 67. Attributed to Josef Müller-Brockmann**
Reppisch-Werke AG (RWD), 1963
Brochure Cover
- 68. Gerstner + Kutter**
Tische, 1961
Christian Holzäpfel KG
Brochure Cover
- 69. Carlo Vivarelli**
Adolphe Feller, c.1961
Advertisement, French
- 70. Fridolin Müller, Erwin Halpern**
Therma, c.1961
Advertisement
- 71. Nelly Rudin**
Wannerit, c.1961
Advertisement
- 72. Fridolin Müller**
Eidg. Schützenfest
(Swiss Federal Shooting Festival), 1963
Poster
- 73. Fritz Schrag, Gerstner + Kutter**
National Zeitung (NZ), c.1959
Newspaper Wrappers
- 74. Igildo Biesele**
Ircodeny/Geigy, c.1958
Advertising Insert
- 75. Nelly Rudin**
Tromexan /Geigy, c.1958
Advertising Insert
- 76. Unknown**
Desogen /Geigy, c.1958
Advertising Insert
- 77. Unknown**
Synpen /Geigy, c.1958
Advertising Insert
- 78. Hans Neuburg, Nelly Rudin**
Helvetica Neue Haas-Grotesk, 1963
Type Specimen Cover
- 79. Max Koller, Gerstner + Kutter**
Folio Grotesk, 1959
Type Specimen Cover
- 80. Hans Neuburg**
SWB Ausstellung, 1950
Exhibition Catalog Cover
- 81. Carlo Vivarelli**
Forme Nuove in Italia, 1954
Exhibition Catalog Cover