



## Paul Rand : A Designer's Art

*By Paul Rand*

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### Paul Rand : A Designer's Art By Paul Rand

Paul Rand (1914-1996) was a pioneering figure in American graphic design whose career spanned almost seven decades. Always enquiring and investigating, he explored the formal vocabulary of European avant-garde art movements and synthesised them to produce a distinctive graphic language. Rand was a major force in editorial design, advertising and corporate identity. He was art director at "Esquire" and "Apparel Arts" magazines, and he designed the ground-breaking covers for the cultural journal "Direction". He worked at the Weintraub Advertising Agency from 1941-1954 and, in 1955, established his own design studio, acting as consultant to companies such as IBM, Westinghouse and UPS. His logos for these companies are world-renowned design classics. This book comprises a definitive collection of Rand's works, through an exploration of his advertising, publishing and corporate identity work. Steven Heller's text, with a foreword by designer Armin Hofmann, introduction by advertising guru George Lois, and a concluding essay by designer and writer Jessica Helfand, offer an insight into Paul Rand's work.

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