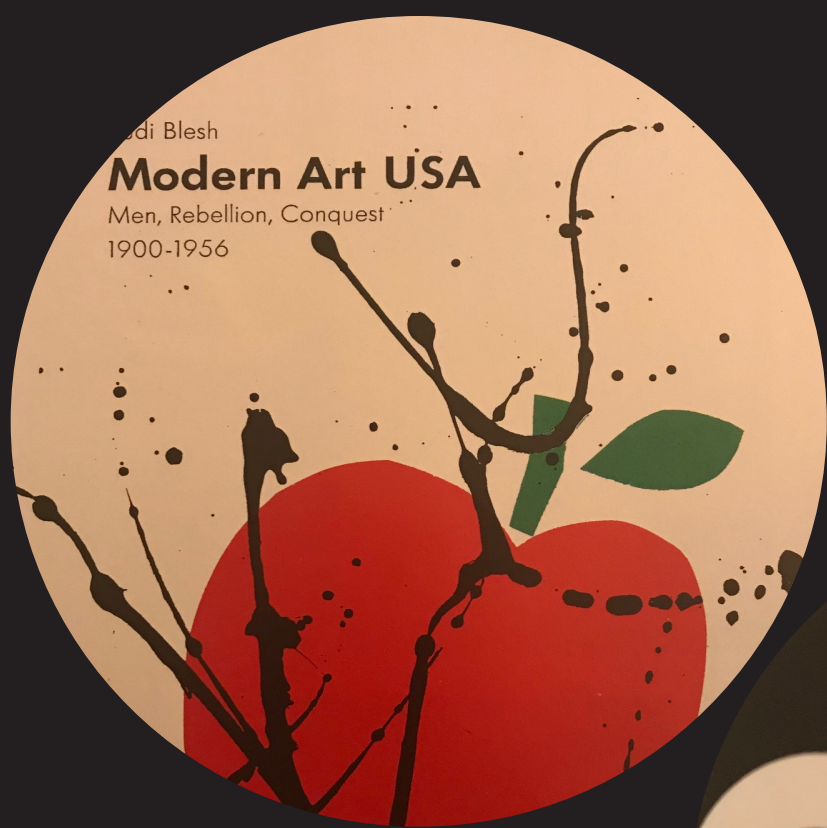


Paul Rand was born on August 15, 1914 in New York. He had a twin brother and his father's name was Fishel, Philip, and he wanted to go outside of their family's religious tradition. Rand for art and his brother for music. Paul was a curious child which could be seen at the early age when he would copy pictures of models in the magazine his father's store. His father hadn't felt that art was a practical career so Paul wanted to pursue art during the Great Depression. So he went to high school during the day and night classes at Pratt Institute. However, he didn't feel that the classes in either managed to satisfy his needs. He didn't like the way the teachers taught and felt he learned the most useful things by figuring out himself. He was inspired by seeing in magazines designs. When looking through "Germany's premier advertising journal," there was one issue where he found a remarkable design poster. The design intrigued him so much that he showed his teacher about it and felt that his teacher failed to recognize the value of the design. This poster gave him the epiphany that the design were connected. It "changed his attitude towards the course that would lead him to reject the traditional in favour of graphic design." Since it wasn't satisfying him, he decided to go to New York.



**PA**

**UL**



Panthana