



Paul Rand

The Graphic
Art Of Paul
Rand
1914 - 1996

Pratt Gallery



Paul Rand

a life of design 1914 - 1996

Who is Paul Rand?

Paul Rand (1914-1996) was an influential American graphic designer and art director, renowned for his significant contributions to the field of design during the 20th century. Born Peretz Rosenbaum in Brooklyn, New York, Rand adopted his pseudo name to distance himself from his Eastern European roots and embody a more modern and accessible persona. His career spanned several decades, leaving an indelible mark on the design world. Rand's work was characterized by a blend of simplicity, wit, and intelligence, making him a pioneer in the development of corporate visual identities.

The Process

Paul Rand's approach to design was rooted in a deep understanding of the essence of a subject. His creative process involved distilling complex ideas into simple, memorable visual forms. Rand believed in the power of design to communicate effectively and developed iconic logos for some of the world's most prominent companies, including IBM, ABC, and UPS. His designs often featured clean lines, bold shapes, and a harmonious use of color. Beyond logos, Rand was also known for his book covers, posters, and corporate branding, showcasing a versatility that resonated across various mediums. His emphasis on conceptual thinking and the marriage of form and function set a standard for modern graphic design.

Paul Rand's Mark

Paul Rand's art holds enduring importance due to its profound impact on the evolution of graphic design. He played a pivotal role in elevating design from a purely decorative practice to a strategic and integral component of corporate identity. Rand's emphasis on simplicity and clarity influenced a generation of designers, shaping the visual language of advertising and branding. His work not only stood the test of time but also laid the groundwork for the minimalist design movement. By merging artistic sensibility with corporate communication needs, Paul Rand's legacy continues to inspire designers to strive for timeless and purposeful creations in the ever-evolving landscape of visual communication.





U. S., from the United Nations Series

Gouache on Paperboard - Date 1945

Paul Rand's "U. S., from the United Nations Series" (1945) is a departure from his renowned graphic design works, showcasing his versatility as an artist. Executed in gouache on paperboard, the piece, part of the United Nations Series, likely reflects the post-World War II climate and the establishment of the United Nations in 1945. While specific details of the composition are not provided, the use of bold and vivid gouache suggests a departure from Rand's precise graphic design aesthetic. Situated within the historical context, the artwork likely engages with the ideals of international cooperation, emphasizing the United States' role within the newly formed United Nations.



Anti-War Poster (Vietnam) circa

Poster on Board - Date 1969

Paul Rand's work serves as a powerful vehicle for expressing profound messages, as he skillfully utilizes design elements to convey essential themes. Whether in corporate logos or expressive artworks, Rand imbues his creations with meaning beyond aesthetics. Rand's work becomes a visual language, transcending the limitations of words to convey concepts of democracy, liberty, and equality. He displays a message of death and grievance here in connection to the Vietnam War.



NO WAY OUT
Litho-Poster - Date 1950

Paul Rand's work on the "No Way Out" lithograph poster from 1950 showcases the designer's profound ability to translate complex social issues into compelling visual narratives. Through deliberate choices in shape, color, and composition, Rand effectively captures the film's themes of racial injustice and societal tension, reflecting the prevalent challenges of the 1950s. The abstract and constructivist aesthetic, coupled with the use of photomontage, adds layers of meaning to the piece, providing a visual language that communicates the film's narrative with both impact and elegance. Rand's contribution to this poster exemplifies his mastery in utilizing graphic design as a tool for conveying powerful messages.



THE ART DIRECTOR'S CLUB INC

Double-sided poster - Date 1988

Paul Rand was known for his innovative and influential work in corporate identity and graphic design. His designs were characterized by simplicity, clarity, and a deep understanding of the subject matter. This piece reflects Rand's distinctive style, employing bold shapes, thoughtful use of color, and a keen sense of visual communication. He communicates by using the art of negative space.



Eye Bee M

Digital Landscape/Rebus - Date 1981

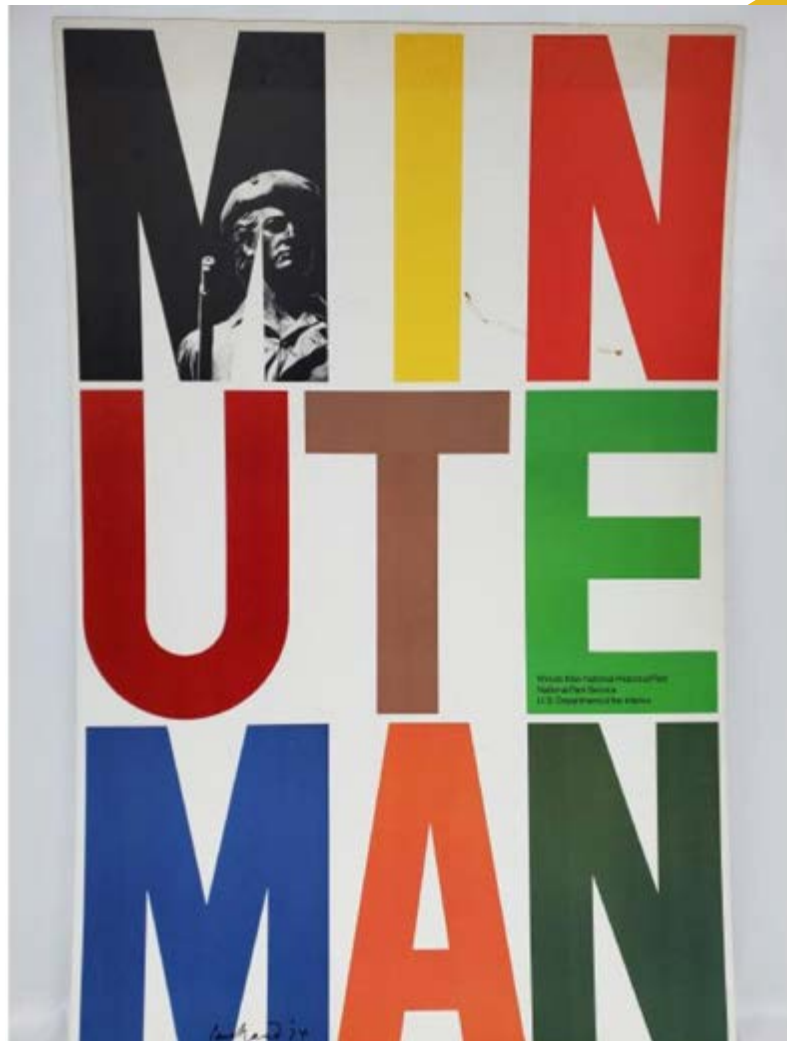
This rebus design is a testament to Paul Rand's ability to distill complex ideas into simple and memorable visual forms. By incorporating visual elements that are both symbolic and representational, Rand created a design that effectively communicates the essence of IBM's identity and philosophy. The longevity and adaptability of the design, with its continued use in modified versions for various contexts, underscore its enduring impact and success in the realm of corporate branding.

AI GA (American Institution of Graphic Arts)

Journal of The American Institution of Graphic Arts - Date 1968

Paul Rand's graphic design expertise is distinguished by his exceptional use of symbolism and abstraction as potent tools for communication. With a keen understanding of visual language, Rand expertly employed symbolism to distill intricate concepts into clear and memorable images. Additionally, Rand's proficiency in abstraction allowed him to communicate nuanced ideas, transforming the ordinary into the extraordinary. Rand's work exemplifies how symbolism and abstraction can serve as a universal language, transcending cultural and linguistic barriers for clear and impactful communication. This can be seen on his work of the cover of the journal of The American Institution of Graphic Arts in 1968.





Minute Man National Park
Poster on Board - 1975


In Paul Rand's 1975 poster for the Minute Man National Historical Park, commissioned by the Department of the Interior, his distinctive mark is evident in the collage of text and images. Rand's design skillfully captures the essence of the site, commemorating the first battle of the Revolutionary War. Through a dynamic and layered composition, he invites viewers to engage with the rich historical context. The thoughtful integration of typography and imagery reflects Rand's mastery of visual communication, creating a visually striking and conceptually rich poster that not only promotes the historical significance of the park but also exemplifies his innovative approach to design.



"The real democratic American idea is not that every man shall be on a level with every other, but that every one shall have liberty without hinderance, to be what God made him."--Henry Ward Beecher on Liberty and Equality.

cut paper, gouache, watercolor and crayon on paper mounted on paperboard with acetate overlay
1958

Labeling this piece of work with a quote continues Rand's love of themes and messages. This work reflects Rand's ability to distill complex concepts into visually compelling designs. The combination of cut paper, gouache, and watercolor creates a layered and textured composition, while the quote itself speaks to themes of democracy, liberty, and equality.



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