

Guide to the Ladislav Sutnar Collection

AOB 39



Compiled by Fantasia Thorne

2007

Arts Library Special Collections
180 York Street
New Haven, CT 06511
203-432-1712
haasalsc@yale.edu

<https://web.library.yale.edu/arts/alsc>

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Collection Overview

REPOSITORY: Robert B. Haas Family Arts Library Special Collections
Arts Library Special Collections
180 York Street
New Haven, CT 06511
203-432-1712
haasalsc@yale.edu
<https://web.library.yale.edu/arts/alsc>

CALL NUMBER: AOB 39

CREATOR: Sutnar, Ladislav, 1897-1976

TITLE: Ladislav Sutnar Collection

DATES: 1945-1975

PHYSICAL DESCRIPTION: 2.5 linear feet (6 boxes)

LANGUAGE: English

SUMMARY: The Ladislav Sutnar Collection documents the post-war graphic design career of Ladislav Sutnar from 1945 to 1975 through examples of publications and ephemera he designed for specific clients. Sutnar worked for a variety of clients, including RCA, Knoll, the AIGA, and the Museum of Modern Art. The collection also includes letterhead and promotional materials he designed for himself.

ONLINE FINDING AID: To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/arts.aob.0039>

Requesting Instructions

To request items from this collection for use on site, please use the request links in the HTML version of this finding aid, available at <https://hdl.handle.net/10079/fa/arts.aob.0039>.

Key to the container abbreviations used in the PDF finding aid:

b. box
f. folder

Administrative Information

Immediate Source of Acquisition

Gift of Radoslav and Ctislav Sutnar, 1980.

Conditions Governing Access

The materials are open for research.

Conditions Governing Use

Copyright has not been transferred to Yale University.

Preferred Citation

Ladislav Sutnar Collection, Robert B. Haas Family Arts Library, Yale University.

Biographical / Historical

Ladislav Sutnar was born in 1897, in Czechoslovakia. He first came to the United States in 1939 to design the Czech pavilion for the World's Fair, and stayed due to the Nazi invasion of his homeland. He worked for a variety of important clients, including the United Nations and IBM. He also worked for Sweet's Catalog Service for almost 20 years. Sutnar authored several books, including *Package Design: The Force of Visual Selling* and *Visual Design in Action: Principles, Purposes*. His work is held in the collection of the Museum of Modern Art. He died in New York City in 1976.

Scope and Contents

The Ladislav Sutnar Collection documents the post-war graphic design career of Ladislav Sutnar from 1945 to 1975 through examples of publications and ephemera he designed for specific clients. White worked for a variety of clients, including RCA, Knoll, the AIGA, and the Museum of Modern Art. The collection also includes letterhead and promotional materials he designed for himself.

Arrangement

Arranged in two series: I. Clients, 1945-1975. II. Personal, undated.

Collection Contents

Series I: Clients, 1945-1975

Listed in alphabetical order by client name.

| | | |
|-------------|---------------------------------------|---------|
| b. 1, f. 1 | A.P. Trading Corp. | undated |
| b. 1, f. 2 | Addo-X Inc. | undated |
| b. 1, f. 3 | Addo-X Inc. | undated |
| b. 1, f. 4 | Addo-X Inc. | undated |
| b. 6, f. 67 | Addo-X Inc. | undated |
| b. 1, f. 5 | Adler | undated |
| b. 6, f. 68 | Adler | undated |
| b. 1, f. 6 | American Cyanamid Company | undated |
| b. 1, f. 7 | American Institute of Graphic Arts | undated |
| b. 1, f. 8 | American Institute of Graphic Arts | undated |
| b. 1, f. 9 | American- Standard | 1952 |
| b. 1, f. 10 | American- Standard | undated |
| b. 1, f. 11 | Arts, Inc. | undated |
| b. 1, f. 12 | Asbestos- Cement Products Association | 1954 |
| b. 1, f. 13 | Austin Industries | undated |
| b. 1, f. 14 | Baermann and Peter | undated |
| b. 1, f. 15 | Bell System | undated |
| b. 1, f. 16 | Carrs | undated |
| b. 2, f. 17 | Champion Papers | undated |
| b. 2, f. 18 | Champion Papers | undated |
| b. 2, f. 19 | Color Portfolio | undated |
| b. 2, f. 20 | Continental Manufacturing Company | undated |
| b. 2, f. 21 | Donahue Sales Corporation | undated |
| b. 2, f. 22 | Edison Housing Authority | undated |
| b. 2, f. 23 | Farrar, Straus & Young, Inc. | undated |
| b. 2, f. 24 | Golden Griffin Books | undated |
| b. 2, f. 25 | Henry T. Langham | undated |

| | | |
|-------------|--|-----------------------------------|
| b. 6, f. 69 | Hudson River | undated |
| b. 2, f. 26 | Industrial Design | 1954 |
| b. 2, f. 27 | Industrial Operations, Inc. | undated |
| b. 2, f. 28 | International Development Foundation | 1965 |
| b. 2, f. 29 | Katz, Waisman, Weber, Strauss | undated |
| b. 2, f. 30 | Kay Inc. | undated |
| b. 6, f. 70 | Kay Inc. | undated |
| b. 2, f. 31 | Knoll Associates, Inc. | undated |
| b. 2, f. 32 | Knoll Associates, Inc. | undated |
| b. 2, f. 33 | Knoll- Drake Products, Inc. | undated |
| b. 2, f. 34 | Knoll Graphics | undated |
| b. 2, f. 35 | Knoll Standard Wood Finishes | undated |
| b. 2, f. 36 | Knoll Textiles, Inc. | undated |
| b. 3, f. 37 | <i>Machinery</i> vol. 77 no. 11 (November 1971) | 1971 |
| b. 3, f. 38 | <i>Machinery</i> vol. 79 nos. 3-4 (March-April 1973) | 1973 |
| b. 3, f. 39 | Marlborough-Gerson Gallery Inc. | 1945 1965 undated |
| b. 3, f. 40 | Marquardt & Company | undated |
| b. 3, f. 41 | Masaryk Institute, Inc. | undated |
| b. 3, f. 42 | Masonite Corporation | undated |
| b. 3, f. 43 | Miller Company | 1948 undated |
| b. 3, f. 44 | Museum of Modern Art | March 15, 1949- April 17, 1949 |
| b. 3, f. 45 | Nadal and Baxendale, Inc. | undated |
| b. 3, f. 46 | New York Directors Club | undated |
| b. 6, f. 71 | Norelco | undated |
| b. 6, f. 72 | North Edison Renewal Project | undated |
| b. 3, f. 47 | Pellegrini & Cudahy | undated |
| b. 6, f. 73 | Pellegrini & Cudahy | undated |
| b. 3, f. 48 | "Power" | September 1957 |
| b. 3, f. 49 | Printex | undated |

| | | |
|-------------|------------------------------|--|
| b. 3, f. 50 | Promeny | 1969–1970 1972 |
| b. 3, f. 51 | RCA Corporation | June 7, 1967 undated |
| b. 3, f. 52 | RCA Corporation | September 5, 1969 September 26, 1969 undated |
| b. 4, f. 53 | Shuster Gallery | September 16, 1969-October 4, 1969 |
| b. 4, f. 54 | Sutnar & Hall | undated |
| b. 4, f. 55 | Sutnar, Ladislav | 1947-1963 |
| b. 4, f. 56 | Sutnar, Ladislav | 1964-1975 |
| b. 4, f. 57 | Sutnar, Ladislav | undated |
| b. 4, f. 58 | Sutnar, Ladislav | undated |
| b. 4, f. 59 | Sutnar, Ladislav | undated |
| b. 5, f. 60 | Sweet's Catalog Service | undated |
| b. 5, f. 61 | Sweet's Catalog Service | undated |
| b. 5, f. 62 | Svedectvi | 1972 |
| b. 5, f. 63 | Vera | undated |
| b. 5, f. 64 | Vera | undated |
| b. 5, f. 65 | Waldes Kohinoor, Inc. | 1962 undated |
| b. 5, f. 66 | West Virginia Pulp and Paper | undated |
| b. 6, f. 74 | Unidentified | undated |
| b. 6, f. 75 | Unidentified Proofs | undated |

Series II: Personal, undated

b. 6, f. 76

Miscellaneous Caricature of Sutnar by Axel Rod

undated

Selected Search Terms

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

Subjects

Commercial art -- United States -- 20th
Century
Designers
Graphic arts
Typographers

Genres / Formats

Printed ephemera

Contributors

Sutnar, Ladislav, 1897-1976
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