

**LEO LIONNI**

(b. 1910)

Papers, ca. 1942 - 1995

1 Document Case

1 Storage Box

1 Oversize box

The Leo Lionni Collection was given to  
Rochester Institute of Technology in June 1997  
by Leo Lionni

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## About Leo Lionni

Innovative American graphic designer, art director, painter and renowned author and illustrator of children's books, Leo Lionni was born in Amsterdam, May 5, 1910. His education included the University of Zurich (1928-1930) and the study of economics at the University of Genoa (1931-1935, Ph.D., 1935).

He married Nora Maffi in 1931; together they had two sons: Louis and Paul. He emigrated to the United States in 1939 and became a naturalized citizen in 1945.

Lionni studied painting under the Italian Futurist painter Filippo Marinetti. He worked as art director at Motta, an Italian food supplier, from 1933-1935. There he produced advertisements for *Domus* and *Casabella* magazines among others. After emigrating to the United States, Lionni continued his work in art direction and graphic design in various capacities from 1939 to 1961:

1939 -47	N.W. Ayer & Son, Philadelphia ad agency accounts: Container Corp. of America
1939-47	Charles Morris Price School, Philadelphia - instructor
1946	Black Mountain College, North Carolina - instructor
1949-61	<i>Fortune</i> magazine, New York - art director
1954	Parsons School of Design, New York - instructor
1950-57	Olivetti Company of America, New York - design director
1955-59	<i>Print</i> magazine, New York - editor
1962-63	<i>Panorama</i> magazine, Milan - editor
1967	University of Illinois, Urbana-Champaign - visiting lecturer
1982-1983	Cooper-Union, New York - critic-in-residence

Retiring from *Fortune* in 1961, Lionni continued his career as an author and illustrator of children's books. His philosophy of the visual arts is best conveyed in his own words:

"When, as a child, I was asked what I wanted to be when I grew up, my answer was simply, 'an artist.' During the seventy years that followed, I have remained loyal to that early promise ... I am interested in the full range of artistic experience, of which design is an integral -- not a separate -- part. I believe that through first hand-experience in all the arts, the problems of vision, both real and imaginary, can be seen in a sharper focus and solved with greater freedom"

-- Leo Lionni

Leo Lionni's work has been widely exhibited and is featured in the permanent collections of many internationally recognized museums. A full bibliography of his publications, together with a listing of publications on Lionni and his exhibition history are included in *Contemporary Designers* (St. James Press, 1990).

Selected bibliography:

*Contemporary Designers*

(St. James Press, 1990): 340-342

RIT Reference collection NK 1165 .C668 1990

Livingston, Alan. *Thames and Hudson Encyclopedia of Graphic Design and Designers*

(NY: Thames & Hudson, 1992): 122.

RIT Reference Collection NC 998.1 L58 1992

The **Leo Lionni Collection** at RIT consists of a small collection of visual documents representative of his commercial work from 1942 - 1995, including proofs, tear-sheets and various other printed materials. Bibliographic materials in the collection include published writings on or by Lionni. This finding guide to the Leo Lionni collection is divided into two parts with subdivisions as listed:

**I. Bibliographic Files:** Box 1

Exhibitions

Writings on Leo Lionni

Writings by Leo Lionni

Writings by Leo Lionni -- Speeches

**II. Client Files:** Boxes 1, 2 & 3

A - Z

**KEY:**

\* = Box 2 (storage box)

\*\* = Box 3 (oversize box)

## I. Bibliographic Files: Box 1

### Exhibitions

"Leo Lionni" Baukunst Galerie (February 7, 1974) -- 1 announcement

"Leo Lionni Drawings" Lehman College Art Gallery (March 15-May 31, 1990) --  
1 exhibition catalog

"Leo Lionni Painter, Designer" Worcester Art Museum (November 20, 1958 - January 11, 1959)  
-- 1 exhibition catalog [gift of Elaine Lustig Cohen, 5/99]

### Writings on Leo Lionni

"Hieroglyph" *Alumni Bulletin Parsons School of Design*, v.XXVI (February 1955):1

"1993 Herb Lubalin Award for Continuing Excellence in the Field of Publication  
Design" (New York: Society of Publication Designers, 1993)

### Writings by Leo Lionni

*Sechs Krahen*. (Gertaud Middlehauve Verlag, n.d.) -- 1 proof of children's book

Untitled children's book (no publisher, n.d.) -- 1 proof

### Writings by Leo Lionni: Speeches

"An Irresistible Urge to Make Things" (New York: Cooper Union, May 29, 1991) --  
commencement speech.

*Leo Lionni at the Library of Congress : a lecture for International Children's Book Day, presented  
on May 12, 1988*, edited by Sybille A. Jagusch.

(Washington, D.C.: Library of Congress, 1993)

## **II. Client Files: Boxes 1, 2 and 3**

### **Scope note:**

Items are listed in alphabetical order by client name, followed by title of work (when known), project or product name, description of material and date.

#### **A.**

Alcoa Aluminum	1 tear-sheet	n.d.
American Cancer Society	3 proofs	n.d.
American Cancer Society	5 posters on bd.	n.d.
American Cancer Society -- Annual Report	1 cover proof	1951
American Cancer Society -- But where today?	1 brochure	1952-53
American Cancer Society -- Music in the Air	1 brochure	n.d.
American Craftsmen's Council -- logo design	1 proof	n.d.
American Federation of Arts	1 announcement	1954-55
American Institute of Graphic Arts -- Printing for Commerce, 1952	1 poster	1952
American Institute of Graphic Arts -- Poster competition	1 poster	1959
American Institute of Graphic Arts -- Poster competition	1 entry blank	1959
Artists Equity Association * -- <i>Contemporary American Artists</i>	1 cover proof	1959

#### **B.**

Bohn Duplicator Corporation	3 proofs of ads	n.d.
Bohn Duplicator Corporation	1 brochure	n.d.

#### **C.**

CBS -- <i>We don't know why they listen</i>	1 book	1949 ?
Camera Club -- Dan Weiner exhibition	1 brochure	1953
Container Corporation of America * -- <i>Every man in the son of his own works</i>	2 proofs	n.d.
Container Corporation of America* -- <i>Epictetus on Philosophy</i>	2 proofs	n.d.
Container Corporation of America* --		

<i>Pine tree to package</i>	1 proof	n.d.
Container Corporation of America* -- <i>Pulp materials</i>	1 proof	1941
Container Corporation of America* -- <i>Protecting America's protection</i>	1 proof on board	n.d.

**D.**

Davis, Delaney, Inc., Printers	1 promotional card	n.d.
Doubleday -- <i>Going for a walk with a line</i>	1 cover proof	1959

**E.**

Exaktra -- vol.2 no.2	1 cover proof	n.d.
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**F.**

Faberge -- Aphrodisia Perfume	1 proof of ad	n.d.
Fortune* -- March cover	1 cover	1952
Fortune* -- October cover	1 cover	1956
Fortune* -- May cover	1 cover	1957
Fortune* -- July cover	1 cover	1957
Fortune* -- <i>Brave New World</i>	1 proof	1940
Fortune* -- <i>Christmas gifts for friends ...</i>	1 proof	n.d.
Fortune* -- <i>Designs for the printed page</i>	1 folio in slip case	n.d.
Fortune* -- <i>The Energies of Italy</i>	1 card	c.1954
Fortune* -- <i>...the things of Art...</i>	1 proof	n.d.
Fortune* -- <i>2 buttons = 1 democracy</i>	1 proof	1940
Fortune* -- untitled	3 cartoon proofs	n.d.

**G.**

Graphis -- no.220	4 cover proofs	1982
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**H.**

Haber Typographers* -- typographic exercise	2 proofs	n.d.
Holiday* -- May	1 cartoon tear-sheet	n.d.

**K.**

de Kinderbuekwinkel*	3 proofs	n.d.
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**L.**

Ladies Home Journal* -- ... <i>Census Taker</i>	1 proof	1940
Ladies Home Journal * -- <i>It all boils down to...</i>	1 tear-sheet	n.d.
Ladies Home Journal* -- <i>Never underestimate</i>	1 proof of ad	1947
Ladies Home Journal* -- <i>Ones that got away</i>	1 book	n.d.
Ladies Home Journal* -- ... <i>Mr. Whipple</i>	1 proof of ad	1940

**M.**

M -- Miscellaneous Frontesp.	various	n.d.
Meridian Fiction -- <i>The Towers of Trebizond</i>	1 cover proof	n.d.
Motivation Records* -- <i>Ballads Age of Science</i>	1 album cover proof	n.d.
Motivation Records* -- <i>Energy &amp; Motion</i>	1 album cover proof	n.d.
Motivation Records* -- <i>Experiment Songs</i>	1 album cover proof	n.d.
Motivation Records* -- <i>More Nature Songs</i>	2 album cover proof	n.d.
Motivation Records * -- <i>Nature Songs</i>	1 album cover proof	n.d.
Motivation Records* -- <i>Space Songs</i>	1 album cover proof	1961
Motivation Records* -- <i>Weather Songs</i>	2 album cover proof	n.d.
Museum of Modern Art -- <i>8 Automobiles</i>	2 exhibition catalogs	1951
Museum of Modern Art -- <i>8 Automobiles</i>	1 tear-sheet	1951
Museum of Modern Art -- <i>The Family of Man</i>	1 cover	n.d.
Museum of Modern Art -- <i>The Family of Man</i>	1 photo of cover	n.d.

**N.**

National Graphic Arts Expositions, Inc. -- see American Institute of Graphic Arts		
N W Ayer & Son* -- DeBeers	2 proofs of ads	1939, 45
NW Ayer & Son* -- Electric Light & Power	2 proofs of ads	1944
NW Ayer & Son* -- Felt & Tarrant Mfg.	1 proof of ad	1942
NW Ayer & Son* -- Felt & Tarrant Comptometer	4 proofs of ads	1944-45
NW Ayer & Son* -- Joyce [shoes]	3 proofs of ad	1946
NW Ayer & Son* -- Moore Business Forms	1 proof of ad	1945
New York and Penn	1 tear-sheet	n.d.

**O.**

Olivetti*	proofs of ads	1951-60
Olivetti*	typography display	
	in 14 parts	n.d.

Olivetti* -- AIGA v.6	1 proof of layout	n.d.
Olivetti* -- Christmas card	1 card	n.d.
Olivetti* -- MOMA Art Bulletin v.XX, n.1	1 cover proof	1952
Olivetti* -- newspaper mat service	1 proof	c.1957
Olivetti* -- showroom announcement	2 cards	n.d.
Olivetti* -- postcards for ads	3 postcards	n.d.
Olivetti * -- product brochures, various	11 brochures	n.d.
Olivetti* -- promotional mailer	1 card	n.d.
Olivetti* -- sales manual	1 set of proofs	n.d.

**P.**

Pfizer -- Spectrum anesthesia	1 proof of ad	n.d.
Print -- <i>The Lion's Tale</i>	2 tear-sheets	n.d.
Print** -- <i>The Lion's Tale</i>	3 layouts	n.d.

**R.**

Regione Toscana Giunta regionale\* --

*Tre amici de Leo Lionni*

[Dept. of Agriculture & Forests:

Campaign for the prevention of forest fires] 1 calendar 1984

Reinhold -- *Italy Builds* 1 cover proof n.d.

Reinhold -- *Sweden Builds* 1 cover proof n.d.

**T.**

Time, Inc. -- *The American Character* 1 proof of cover n.d.

**U.**

UCLA Extension \* 3 brochures 1995

United Nations Children's' Fund 1 card 1958

**V.**

Vintage -- *Michael Bakunin* 1 cover proof n.d.

Vintage -- *The Myth of Sisyphus* 1 cover proof n.d.

Vintage -- *Of Human Bondage* 1 cover proof n.d.

Vintage -- *Poems Wallace Stevens* 1 cover proof n.d.

Vintage -- <i>The Rebel</i>	1 cover proof	n.d.
Vintage -- <i>St. Mawr &amp; The Man Who Died</i>	1 cover proof	n.d.
Vintage -- <i>Stories Katherine Mansfield</i>	1 cover proof	n.d.
Vintage -- <i>The Stranger</i>	1 cover proof	n.d.
Vintage -- <i>Where Angels Fear to Tread</i>	2 cover proofs	n.d.

**W.**

WCBS- TV	1 proof	n.d.
Webster Cigars *	10 proofs of ads 1957-58	
Whiting- Plover Paper Company *	2 proofs of ads	n.d.
Wilson Library Bulletin -- October 1964	1 cover tear-sheet	1964

**Leo Lionni Collection**

**Box 1**

Bibliographic Files

Client Files

**Leo Lionni Collection**

**Box 2**

Client Files

**Leo Lionni Collection**

**Box 3**

Client Files

**ADDENDA:**

**See Also:**

The Barschel Collection:

Barschel designed printer's plate for *Leo Lionni* exhibit at RIT's Bevier Gallery.

Text from plate as follows:

"Bevier Gallery

The Department of Art and Design, Rochester Institute of Technology,  
Rochester 8, N.Y.

Presents an exhibition of designs by the distinguished A.D. Leo Lionni

This special show was opened on Monday April 12th and will close on  
Monday the 15th of April 1957. The Gallery is Open Mondays thru Fridays  
from 9 a.m. to 5 p.m."

[gift of Roger Remington]