

ALVIN LUSTIG
1915 - 1955

Papers, ca. 1925-1984

7 Document Boxes
1 Oversize Box

The Alvin Lustig Collection was given to
Rochester Institute of Technology in 1986
by Elaine Lustig Cohen

Processed by Sandra Markham
Project Archivist
1989

Graphic Design Archive
College of Fine and Applied Arts
Rochester Institute of Technology
Rochester, New York 14623-0887

About Alvin Lustig

Graphic and industrial designer, artist, architect and educator, Alvin Lustig was born in Denver, Colorado and raised from age five in Los Angeles. His hybrid education included one year at Los Angeles Community College and one at the city's Art Center School, followed by independent study with both architect Frank Lloyd Wright and artist Jean Charlot.

By 1937 Lustig opened in Los Angeles the first of a series of design offices that he would occupy during his brief career. He began his professional work with innovative graphic and typographic design for book publisher Ward Ritchie, and for several local clients for whom he created stationery, programs and other printed pieces.

In 1944 Lustig relocated to New York and became the Director of Visual Research at Look Magazine, an affiliation which lasted for two years before he returned to California and opened a design office in Beverly Hills. The late 1940s saw the development of Lustig's architectural and interior design practice, and a number of industrial design commissions for lighting fixtures, fabrics and furniture. Lustig kept his hand in graphic design, continuing to produce quantities of book jackets for the New Directions, Knopf and Noonday presses during the 1940s and 50s, and covers for several periodicals including Fortune magazine.

A move back to New York in 1950 brought a return to a concentration on graphic design with projects for the Girl Scouts of America, American Crayon Company, Whitney Publications and Intercultural Publications, in addition to several museums and art galleries.

Lustig's career as educator began with a teaching assignment at North Carolina's Black Mountain College in the summer of 1945, and led to further contracts with the Art Center School at Los Angeles and Yale University.

A one-man exhibition of Lustig's work was mounted by New York's A-D Gallery in 1949 and travelled to Walker Art Center in Minneapolis; five years later he had completely lost his sight, a complication of diabetes. Alvin Lustig died in New York on December 5, 1955, survived by his widow Elaine Firstenberg Lustig, whom he had married in 1948.

ALVIN LUSTIG COLLECTION

I. PHOTOGRAPHIC PORTRAITS

Portraits of Lustig, ca. 1925-54 Box 1 Page 4

II. BIBLIOGRAPHIC FILES

Writings by and about Lustig, 1943-84 Box 1 Pages 5-6

III. CLIENT PROJECT FILES

Samples and documentation, 1938-55 Boxes 2-8 Pages 7-15

I. PHOTOGRAPHIC PORTRAITS - Box 1

In New York Office	1954	1 photo
Unknown Location	1949	1 photo
In Beverly Hills Office	1946	2 photos
In Look Office, New York	1944	1 photo
Childhood Portrait, Los Angeles	ca. 1925	1 photo

II. BIBLIOGRAPHIC FILES - Box 1

Series consists of published articles and unpublished writings by and about Lustig and his work; filed in chronological order.

* indicates material filed in oversize box no. 8.

"Design and the Idea," by Alvin Lustig, reprinted from Western Advertising, June 1943

"California: the Cultural Frontier," author unknown, typescript, 4 pages, ca. 1946

"Alvin Lustig...a Young Man of the West," author unknown, typescript, 5 pages, 1946

"Alvin Lustig, Designer," in Interiors, July 1946(?)

"Modern Printed Fabrics," by Alvin Lustig, reprinted in Design, no. 43, ca. 1948

"Alvin Lustig - Cover Designs," by C.F.O. Clarke, in Graphis, vol. 4, no. 23 (1948)

Miscellaneous journal articles, ca. 1949

Untitled notes, re: desire to work in Israel, by Alvin Lustig, typescript, 3 pages, 1949

"The Designs of Alvin Lustig," by James Laughlin, in Publishers Weekly, November 5, 1949

"Alvin Lustig," by Jules Langsher, typescript, 3 pages, ca. 1950

"Alvin Lustig - Biographical Notes," author unknown, typescript, 4 pages, 1950

"Some Notes on the History of the Book Jacket," by Edward Fenton, in Publishers Weekly, February 10, 1951

"Alvin Lustig e la Sua Casa," in Domus, November 1952

"Alvin Lustig: A Versatile Designer in the Visual Arts," by Claire Imrie, in American Artist, November 1952

"Alvin Lustig," by Colin Forbes, from unknown publication, ca. 1953

"The Lustig Portfolio, '53," by Jane Fiske Mitarachi, in Interiors, vol. 112, no. 11 (June 1953)

"Om Amerikansk Form," in Form, October 1953

"Alvin Lustig," by Georgine Oeri, in Graphis, ca. 1954

"What is a Designer?" in Type Talks, no. 76 (May-June 1954)

Published obituaries, 8 pieces, 1955

"In Memoriam: Alvin Lustig," by James Laughlin, typescript, 3 pages, 1955

"Alvin Lustig, A Pure Singer of Design," by Katsumie Masaru, in Graphic Design, no. 1 (1959)

Alvin Lustig Exhibition labels, 6 pieces, 1977 *

Alvin Lustig Exhibition records, 4 pieces, 1977

"Alvin Lustig - The Designer as Teacher," by Bob Melson, typescript, 2 pages, 1977 (located with 1977 exhibition labels) *

Untitled Biographical Notes, by Ward Ritchie, manuscript, 5 pages, 1982

"The Graphic Art of Alvin Lustig," by David Davies, typescript, 39 pages with 26 pages of related correspondence and notes, 1983-84

Bookjacket design inventories, compiler and date unknown, 15 pages

III. CLIENT PROJECT FILES - Boxes 2-8

Series consists of finished samples of Lustig's design work or documentary photographs of projects and are filed alphabetically by client. Many of the pieces are laminated, which is an indication of their being exhibited in the 1977 show of Lustig's work; the text labels for that exhibit are filed with the bibliographic section of the archive.

* indicates material filed in oversize box 8

BOX 2

Abbey Bookbinders	Letterhead	ca. 1939	1 piece
A-D Gallery	Lustig Exhibition Design and Tour	1949-50	7 photos 3 photos * 1 negative 2 pieces 2 articles 1 sketch *
Aircraft War Production Council, Inc.	Digest Cover	1943	1 piece
Alco Records	Record Album Cover	ca. 1953	2 pieces *
Allen Art Museum - see Oberlin College			
Alta Lodge	Ski Alta	ca. 1940	1 piece
American Contemporary Gallery	Announcement	1943	1 piece
American Crayon Company	Prospectus	1953	3 pieces
American Crayon Company	Exhibit	1952	4 photos
American Fabrics	Cover	1951	2 pieces *
American Institute of Graphic Arts	Prospectus	1951	1 piece
American Institute of Graphic Arts	AIGA Journal Cover	ca. 1950	1 piece
Art Digest	Cover	1953	1 piece
Art Teachers Association of Southern California	Programs and Announcements	1939-47	3 pieces
Bett's Home Arts, Inc.	Letterhead	ca. 1952	2 pieces
Beverly-Carlton Hotel	Building	1947-48	3 photos 2 articles
Beverly Hills High School	Programs	1939	2 pieces

BOX 2, continued

Beverly-Landau Apartments	Building	1947-48	6 photos
Bohemian Distributing Co.	Bohemian Life	1940	6 pieces
Book Stall, The	Letterhead	ca. 1940	1 piece
Cannon Electric	Kill the Criticals	ca. 1943	3 pieces *
Capital Records	Record Album Cover	ca. 1947	2 pieces *
Charles, Ben	Ceiling Light Design	1946	2 pieces *
Charles, Ben	Residence	1946	3 photos
Charles, Ben	Chair	1946	4 photos
Chotner & Gumbiner General Contractors	Letterhead Designs	ca. 1949	6 pieces *
CIBA Pharmaceutical Products, Inc.	Film Booklet	1953	2 pieces
Coast Records - see Capital Records			
Colgate Toothpaste	Package Design	ca. 1953	1 photo
Colton Press, Inc.	9th Graphic Arts Production Yearbook	1950	3 pieces
Conference Press, The	Letterhead and Label	ca. 1940	2 pieces
Consolidated Vacuum Corporation	Booklet	1954	2 pieces *
Container Corporation of America	Advertisement	1953	2 pieces
Cooper, Gilbert	Letterhead	ca. 1939	1 piece
Cowles Magazines, Inc.	Letterhead	ca. 1944	1 piece
Cushman & Wakefield, Inc.	375 Park Avenue	ca. 1955	2 pieces *
Design Project	Announcement	ca. 1940	1 piece
Design Publishing Company	Design Cover and Issue	1946	3 pieces
Easton and Whalen Modern Interiors	Letterhead	ca. 1939	1 piece
Factor, Monte	Store and Graphic Designs	1947	1 photo 5 pieces 3 articles
Fischer, Helene - see Hastings House			

BOX 2, continued

Ford Foundation - see Intercultural Publications

Fortune Magazine	Cover	1952	2 pieces *
Fortune Magazine	Cover	1946	2 pieces *
Fortune Magazine	Article on Watches	ca. 1946	2 pieces *
Girl Scouts of the United States of America	Catalogues and Programs	1953-55	8 pieces
Globe Collapsible Tube Corporation	Cover	1953	1 piece
Good, Andrew	Greeting Card and Design	ca. 1939	2 pieces
Gotham Book Mart Press	Bookjackets by Alvin Lustig	1947	1 volume
Gruen, Victor - see also Northland Shopping Center			
Gruen, Victor	Letterhead and Label	ca. 1950	2 pieces
Harris, Murry	Greeting Card	ca. 1939	1 pieces
Hassett, Jack B.	Announcement	n.d.	1 piece
Hastings House	Skiing...East and West	1946	1 volume
Hayden Society, Inc.	Record Album Covers	1952-54	7 pieces *
Haynes Foundation	Metropolitan Los Angeles	1949	1 volume 1 piece
Herzog Lumber and Door Company	Letterhead	ca. 1940	1 piece
Holliday, Edith Mae	Letterhead	ca. 1939	1 piece
Home Facts, Inc.	Letterhead	1952	1 piece

BOX 3

Institute of Jewish Education	Building Design	1949	3 photos 1 article
Intercultural Publications	Diogenes	1952	1 volume 3 pieces 1 photo
Intercultural Publications	Perspectives USA	1952	1 volume 4 photos

BOX 3, continued

Interstate Management Corporation	Announcement, Card and Letterhead	1938	3 pieces
Jacobson & Sons, Inc.	Advertisements	1947	3 pieces *
Kittell Muffler and Manufacturing Company	Catalogue	1943	2 pieces
Knoll (H.G.) Associates	Advertisements	1945	3 pieces 8 pieces *
Knopf (Alfred A.), Inc.	Covers	1947-55	15 pieces 1 photo
Knopf (Alfred A.), Inc.	Monsieur Teste by Valery	1947	1 volume 2 photos 1 piece
Lang, Paul	Monorail Toy Train	ca. 1947	4 pieces *
Lansing (James B.) Sound, Inc.	Catalogue	1949	4 pieces
Laverne Originals	Fabric Design	1946-47	2 photos 3 pieces
Leads (D.M.), Inc.	Letterhead and Card	ca. 1952	2 pieces
Lightolier	New Years Cards	1954-55	2 pieces
Lightolier	Showroom Design	1953	2 photos
Lightolier	Catalogues #13-16, and Cover	1952	5 pieces
Lightolier	Lighting Fixture	1952-53	5 photos *
Look Magazine	Visual Communications Cover	1945	1 piece
Look Magazine	Staff	1944-45	7 pieces *
Look Magazine	Office Design	1944	13 photos 3 photos * 2 articles
Look Magazine	Letterhead	ca. 1946	1 piece
Los Angeles (City of) Housing Authority	Homes for Heroes (Annual Report)	1942	1 volume

BOX 4

Lustig, Alvin	Office, New York	1952	6 photos 2 transp.
	Office, Los Angeles	1947-51	5 photos 2 transp. 2 photos *
Lustig, Alvin	Office, Beverly Hills	1946	4 photos
	Office, New York	1943-45	4 photos *
Lustig, Alvin	Mailing Label	1952	1 piece
Lustig, Alvin	Wall Relief Sculpture	1950	2 photos
Lustig, Alvin, 1950 Exhibition - see Perls Gallery			
Lustig, Alvin	Garden Sculpture	1949	6 photos 1 photo *
Lustig, Alvin	Concrete Pavillion Design	1949	4 photos
Lustig, Alvin	Lighting Fixture Designs	ca. 1948	9 pieces *
Lustig, Alvin	Lighting Fixture	1947	1 photo 2 pieces *
Lustig, Alvin	Abstract Paintings	ca. 1946-47	2 pieces *
Lustig, Alvin	Type Ornament Designs	ca. 1939	5 pieces
Lustig, Alvin	Promotional Sheets, Brochures and Announcements	ca. 1938-41	5 pieces
Lustig, Alvin	Miscellaneous Sketches	n.d.	9 pieces *
Lustig, Alvin	Display of Work	n.d.	1 photo
Lustig, Alvin	Copies of Sketches at Archives of American Art	n.d.	26 pieces
Lustig, Sara Belle	Greeting Card	ca. 1939	1 piece
Maix, L. Anton, Inc.	Fabric Designs	1949	2 photos
Manheim, Henry L.	Letterhead	ca. 1940	1 piece
Masterset Brushes, Inc.	Letterhead and Wrapper	ca. 1950	3 pieces
McKinney, Roland	Letterhead	ca. 1940	1 piece

BOX 4, continued

Menasco Manufacturing Company	Advertisement and Package Designs	ca. 1942	1 photo 1 piece
Men's Reporter	Cover	1945	1 piece
Meridian Books - see Noonday Press			
Metropolitan Museum of Art	Catalogue Cover	1951	1 piece
Miller Company, The	Advertisements	ca. 1950	9 pieces
Moore, William	Letterhead	ca. 1940	1 piece
Murphy (Stanley P.) Company	Letterhead and Card	ca. 1940	4 pieces
Museum of Modern Art	Catalogues and Invitation	1953-54	5 pieces
New Directions	Cover Designs	1950-53	17 pieces
	Cover Designs	1946-49	67 pieces
	Cover Designs	1940-45	17 pieces
New Directions	Bread in the Wilderness by Merton	1952	3 pieces * 4 photos *
New Directions	The Roman Spring of Mrs. Stone by Williams	1950	3 pieces *
New Directions	3 Tragedies by Lorca	1949	2 pieces
New Directions	New World Primer by Cornell	1947	1 volume
New Directions	New Directions 8	1944	1 piece *
New Directions	New Classics	ca. 1944	1 piece *
New Directions	Selected Poems by Rakowski	1941	1 volume

BOX 5

Noonday Press/Meridian Books	Cover Designs	1952-55	64 pieces
Noonday Press	Label and Advertisement	1953	2 pieces
Northland Shopping Center	Graphics	1952	8 photos 7 slides 1 article

BOX 5, continued

Oberlin College, Allen Art Museum	Catalogue	1942	1 piece
Pacific Arts Association	Program	1942	1 piece
Pacific Southwest Academy	Cities Are For People	1942	1 volume
Paramount Furniture Manufacturing Company	Chair	1949	7 photos 2 photos * 2 pieces 1 catalog
Perls (Frank) Gallery	Invitations	1950	5 pieces
Raymond and Raymond Gallery	Announcement	1941	1 piece
Reporter Publications, Inc.	Office Design	1945	7 photos 2 photos * 3 negative 3 transp. 2 articles
Reporter Publications, Inc.	Gentry Letterhead	ca. 1945	2 pieces
Ritchie, Ward	Ghost in the Underblows by Fisher	1940	1 volume
Ritchie, Ward	Ghost in the Underblows (unbound sheets)	1940	19 pieces

BOX 6

Ritchie, Ward	Words and Their Meanings by Huxley	1940	1 piece
Ritchie, Ward	Robinson Jeffers by Van Wyck	1938	1 volume
Ritchie, Ward	Robinson Jeffers (unbound sheets)	1938	5 pieces
Ritchie, Ward	Scrapbook of Art cover	ca. 1938	1 piece
Ritchie, Ward (?)	Philately in Europe cover	ca. 1938	1 piece
Rosner, Charles - see Sylvan Press			
Roteron Company	Helicopter	1945	1 photo
Roth, Louis	House design	1949	5 photos
Roth (Louis) Clothes	Letterhead	ca. 1949	2 pieces

BOX 6, continued

Rounce and Coffin Club	Announcement	1940	1 piece
Russian American Actors Mutual Aid Society	Broadside	1941	1 piece
Ruziecki, F.G.	Folder	ca. 1938	1 piece
Samuels, Ralph	Letterhead	ca. 1940	2 pieces
Screen Actors Guild	Advertisement	n.d.	1 piece
Segal, William	Apartment Design	1952	15 photos
Seligmann (Jacques) Galleries	Folder	1955	1 piece
Sheela's	Store Design	1947	5 photos
Sheela's	Letterhead	ca. 1947	1 piece
Society of Contemporary Designers	Announcement	1950	1 piece 1 article
Society of Industrial Designers	Industrial Design in America 1954	1954	1 volume 1 negative 2 pieces
Spohn, Stan	Letterhead and Card	ca. 1940	2 pieces
Squibb	Mailers and Broadside	ca. 1954	4 pieces
Stanford University Press	Native Arts of the Northwest	1947	3 photos
Stendahl, Alfred	Greeting Card	ca. 1940	1 piece
Stendahl Galleries	Announcements	1940	2 pieces
Structon	Letterhead and Card	ca. 1940	5 pieces
Sylvan Press, Ltd.	The Growth of the Bookjacket by Rosner	1954	1 volume
Unknown Client	Billboard Design	1952	1 photo
Unknown Clients	Letterhead	ca. 1940	6 pieces
United Productions of America	Letterhead and Card	ca. 1947	3 pieces
Van Buskirk Studio of Interior Design	Announcement	1941	1 piece

Walker Art Center - see A-D Gallery

BOX 7

Warnow (Mark) Music	Sheet Music Covers	1947-48	6 pieces
Watling and Company	Guide to Contemporary Architecture in Southern California	1951	1 volume
Weiss (Henry) Studio, Inc.	Storefront	1947	1 photo
Western Contract Manufacturers, Inc.	Letterhead	ca. 1946	2 pieces
Whalen, Alyne	Letterhead	ca. 1940	1 piece
Whalen, Ayne - see also Easton and Whalen			
Whitney Publications, Inc.	Industrial Design	1954	1 volume 3 pieces 2 photos
Whitney Publications, Inc.	Industrial Design Letterhead	ca. 1953	3 pieces
Whitney Publications, Inc.	Francis de N.Schroder	1953	1 volume 2 pieces
Whitney Publications, Inc.,	Anatomy for Interior Designers Cover	ca. 1947	2 pieces
Whitney Publications, Inc.	Interiors Cover	1946	1 photo
Wilheim, Paul	Apartment Design	1954	20 photos 24 negs. 8 negs. 4 articles
Writers Roundtable, Inc.	Letterhead	ca. 1939	2 pieces