

Chermayeff & Geismar Associates
1957–

Papers, ca. 1956 – 2004

10 Document Boxes
2 Oversize Boxes
163 Posters

The Chermayeff & Geismar Associates Collection
was given to Rochester Institute of Technology
in 2005 by Ivan Chermayeff and Thomas Geismar.

Processed by Anna Kuipers
Project Archivist
2006

Wallace Library
Special Collections
Rochester Institute of Technology
Rochester, New York 14623-0887

About Chermayeff & Geismar

Ivan Chermayeff was born in London in 1932. He studied at Harvard University and the Institute of Design in Chicago, and graduated with a BFA from the School of Art and Architecture at Yale University. As well as a designer, Chermayeff worked as an illustrator and collage artist. Thomas H. Geismar was born in New Jersey, also in 1932. He studied at Rhode Island School of Design, graduated Cum Laude and Phi Beta Kappa from Brown University, and then received an MFA in graphic design from the School of Art and Architecture at Yale University.

In 1957, Chermayeff, Geismar and Robert Brownjohn formed Brownjohn, Chermayeff & Geismar in New York City, designing record album covers for Columbia records and book jacket covers. In 1960, Robert Brownjohn moved to London, and the firm changed its name to Chermayeff & Geismar Associates. The firm then became Chermayeff & Geismar, Inc. in 1991, and in 2005 divided into Chermayeff & Geismar Studio, led by Chermayeff and Geismar, and C&G Partners, led by the principals of the firm.

Throughout each adaptation of their firm, Chermayeff and Geismar focused on identity design and exhibition design, though they worked on a variety of projects, including book and album covers, posters, and packaging. Clients included the Boston Transit System, Chase National Bank, the Museum of Modern Art, National Geographic, Pepsi-Cola, Smithsonian Museums, and United Nations Development Programme. Chermayeff and Geismar establish long-term design relationships with clients Xerox Corporation, Socony Mobile Oil Corporation, and Knoll, designing and establishing their corporate identities.

In addition to their design firm, both Chermayeff and Geismar also became partners in the newly established architectural and multi-disciplinary design firm Cambridge Seven Associates in Cambridge, Massachusetts in 1963. They formed Art Planning Consultants in 1973 to help organizations commission, assemble and display art and art collections.

Throughout their careers, Chermayeff and Geismar garnered extensive awards and citations, both individually and as a firm. Both Chermayeff and Geismar are elected to Alliance Graphique Internationale (AGI) in 1978, received Gold Medals awarded by the American Institute of Graphic Arts (AIGA) in 1979, and received Yale Arts Medals in 1985. Chermayeff was elected president of AIGA in 1963, and elected to the New York Art Directors Club Hall of Fame in 1982. In 1985, Geismar received the Presidential Design Award for Symbol Sign program. That same year, Chermayeff & Geismar Associates receives First International Design Award from Japanese Design Foundation.

Through the firm, Chermayeff and Geismar published two books: *TM: Trademarks Designed by Chermayeff & Geismar* in 2000 and *Designing:* in 2003.

extracted from Chermayeff & Geismar, Tokyo: Seibundo Shinkosha, c. 1981;
and <http://www.cgstudioinc.com/home.html> (accessed 9 June 2006)

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I. Client Correspondence, Project and Documentation Files – Boxes 1-9

Series I spans from 1959-2000 and is filed according to the collection's original order, for the most part alphabetically by the names of the clients. The files contain only the final samples of Chermayeff & Geismar's design work. The design work for clients include brochures, folders, letterhead, annual reports, cards, promotional packets and graphic design standards manuals. Unordered clients' projects are added after the organized client work. Design work for Mobil is filed at the end of the collection and includes promotional materials for both commercial and outreach projects. The posters are filed according to the same system, organized alphabetically by client, with Mobil work at the end, organized alphabetically by title.

A. Client Project Files

Box 1

- Folder 1 "AIGA," 2003: includes invitation and mailer for An Evening with Chermayeff and Geismar, invitation to an exhibition at Cooper Union
- Folder 2 "American Festival," no date: includes menu
- Folder 3 "Atlantic Center," 1987: 3 design brochures for Atlantic Center
- Folder 4 "Big Apple Circus," 1989, 1994, and no date: includes program, 1989; 2 annual reports, 1994; information and mailing cards
- Folder 5 "Blind Mice," and no date: includes children's book, 'Blind mice and other numbers, designed and illustrated by Ivan Chermayeff'
- Folder 6 "Book Covers," no date: includes covers from paperback books and one dust jacket from a children's book
- Folder 7 "Brasil Connects," no date: includes promotional packet
- Folder 8 "Brasserie 8 ½," no date: includes envelope, business cards, menu folders
- Folder 9 "Burlington House," 1966, and no date: includes 2 brochures, 1 bound book
- Folder 10 "Carborundum," no date: includes sales brochure
- Folder 11 "Carnegie Hall," 1991: includes 2 brochures "Tchaikovsky at Carnegie Hall"

- Folder 12 "Center on Addiction and Substance Abuse at Columbia University," no date: folder
- Folder 13 "Champion," no date: includes envelope
- Folder 14 Chemical New York Corporation, 1981: includes annual report
- Folder 15 "Chermayeff & Geismar," 1990, 2004 and no date: includes Christmas cards and 30th anniversary invitation, change of address card; brochures for "Chermayeff & Geismar Inc: designing over four decades" exhibit; Ivan Chermayeff/Design Processes exhibition card
- Folder 16 "Christies," no date: includes promotion packet
- Folder 17 Christmas cards, no date: includes 2 cards for the National Academy of Sciences, 1 non-specific
- Folder 18 [Christmas cards] "Chermayeff & Geismar," no date: includes 3 'not moving' holiday cards
- Folder 19 "CIBA," 1959, no date: includes 2 'CIBA Sidelights' magazines, pharmaceutical advertisement brochure
- Folder 20 "Clairborne," 1989: includes Christmas gift brochure
- Folder 21 "Cleopak," 1982, and no date: includes Preliminary Design Guidelines and Annual Report
- Folder 22 Concert Associates, Inc., no date: includes folded poster/brochure
- Folder 23 "Conservation Trust Puerto Rico," 1995, and no date: includes information brochure and anniversary invitation
- Folder 24 "Continental – Anchor," 1995: includes merger announcement
- Folder 25 "Corcoran School of Art, DC," 1992, 1994: includes covers of Corcoran School of Art catalogs

Box 2

- Folder 1 "Crane," 1991, 1995, and no date: includes promotional brochures for Crane Business Papers and paper sample booklet
- Folder 2 "Crane business papers," no date: includes promotional materials

- Folder 3 “Crane “old money”,” no date: includes promotional materials for ‘old money’ paper line
- Folder 4 “Crème fraiche,” no date: includes lids and labels for packaging
- Folder 5 “D-Day,” no date: includes brochures and envelopes for the National D-Day Museum
- Folder 6 Designer’s Saturday, 1977: includes invitation, map, folded poster, envelope
- Folder 7 “Domus,” 1999: includes magazine cover
- Folder 8 “Downtown Alliance,” 1999: includes booklet of design guidelines
- Folder 9 Ellis Island, 1991: includes “An Illustrated History of the Immigrant Experience” brochure
- Folders 10-11 “ESG,” no date: includes promotional brochures for ESG and The Seagram Building
- Folder 12 “Every Four Years,” no date: includes press kit for ‘Every Four Years’ (three-part television study of the presidency on PBS)
- Folder 13 First New York International Festival of the Arts, 1988: includes brochure, newspaper insert, and buttons
- Folder 14 “Formica,” 1993, and no date: includes brochures on Formica and Nuvel Surfacing Material from Formica Corporation
- Folder 15 “Fort Worth Museum of Art,” 1977, 1978: includes exhibition mailers
- Folder 16 “Frederick Rose Scholarship,” 2000: includes folder, business cards and folded poster

Box 3

- Folders 1-2 “Gemini,” 1991-1996, and no date: includes promotional materials for Gemini Consulting
- Folder 3 “GF” [General Fireproofing Company], 1971: includes annual report
- Folder 4 “Gramavision,” 1987-1988, and no date: includes tape cassette of Bobby Previte, CDs of John Carter and John Scofield, and “Jazz and Beyond” catalog

- Folder 5 "Greenwich Research," 1979, 1980, 1983: includes annual reports
- Folder 6 "Hawaii," no date: includes folder
- Folder 7 "Hechinger," no date: includes Hechinger Company Annual Report Year Ended January 31, 1987
- Folder 8 Herman Miller, no date: flyers
- Folder 9 "How," 1993: includes 3 copies of The Annual Guide to Creating with Paper (magazine insert?)
- Folder 10 "IDCA: International Design Conference," 1988, 1994: includes mailer for the 44th International Design Conference in Aspen and brochure on Fellowship Program
- Folder 11 "Innovation," 1969: includes Innovation magazine
- Folders 12-13 "Jacob's Pillow," 1984, 1986, and no date: includes promotional brochures and box set of greeting cards

Box 4

- Folders 1-2 "Knoll," no date: includes promotional brochures, packets, and folders [additional oversized brochure in box 10]
- Folder 3 Library of Congress, no date: includes exhibition companion booklets *Lewis & Clark*; *Conflict, Freud & Culture*; and *Thomas Jefferson*
- Folder 4 Life, 1987: includes advertising brochure for Life's Holiday Gift Guide
- Folder 5 "Lincoln Center (library and museum)," 1975: includes program
- Folders 6-7 "May," 1970-1996: includes annual and three-quarter reports, promotional brochures
- Folder 8 The Mead Library of Ideas, 1979: includes booklet for 23rd International Annual Report Competition
- Folder 9 Mead Papers, 1965-1966: includes promotional flyers with masks
- Folder 10 "Miami World Trade Center," no date: includes promotional brochure
- Folder 11 "Midsouth," 1986, 1987: includes annual reports
- Folder 12 "Minneapolis College of Art," no date: includes folded poster

- Folder 13 Minneapolis Institute of Art, n.d.: includes letterhead
- Folder 14 “Minneapolis Society of Fellows,” no date: includes promotional booklet
- Folder 15 Monadnock paper, no date: includes booklets, paper swatches [additional oversized brochure in box 10]
- Folder 16 “The Municipal Society of the Arts,” no date: includes invitation
- Folder 17 Museum of Contemporary Crafts, 1956: includes exhibition booklet
- Folder 18 “National Credit Bank,” no date: includes two folders, one in Russian and one in English
- Folder 19 “National Park Service,” 1966, 1967: includes 2 sheets of postage stamps
- Folder 20 National Parks of New York Harbor, n.d.: includes folded poster
- Folder 21 “New England Aquarium,” 1969: includes promotional/informational booklet

Box 5

- Folder 1 “New York Holocaust Memorial,” 1988: includes Preliminary Design of Exhibitions booklet
- Folder 2 “NY Stock Exchange,” no date: includes folders
- Folder 3 “NYU,” 1969, 1971, 1976: includes fund-raising campaign literature, booklet on medical center
- Folder 4 “NYU: Bobst,” no date: includes booklet
- Folder 5 “Norlin,” 1984: includes annual report
- Folder 6 “Norman McGrath,” no date: includes promotional brochure
- Folder 7 “Olivetti,” 1969: includes folded poster for Masters of Modern Italian Art
- Folder 8 “Osaka Aquarium,” 1990, and no date: includes promotional material and graphic manual
- Folder 9 Owen & Mandolfo/Rothe-Johnson, no date: includes brochure, letterhead, holiday card

- Folder 10 "Owens-Illinois," 1971, and no date: includes annual report and promotional booklet
- Folder 11 "PanAm," 1971: includes annual report, notice of annual meeting and proxy statement, travel guides
- Folder 12 "PBS," no date: includes "A New Profile for PBS" booklet
- Folders 13-15 "Perkil Elmer," 1963-1985: includes annual reports and promotional brochures
- Folder 16 "Picnique," no date: includes folder
- Folder 17 "Planetarium," 1975: includes invitation
- Folder 18 "Postal Buddy," no date: includes letterhead and envelopes
- Folder 19 "Preservation League of NY," 1984: includes "A Fair Land to Build In: The Architecture of the Empire State" booklet
- Folder 20 "Prospect Group," 1987, 1989: includes annual reports

Box 6

- Folder 1 "RDF Associates," no date: includes National Multiple Sclerosis Society booklet
- Folder 2 "James Redford," no date: includes folder
- Folder 3 "Request," no date: includes folder
- Folder 4 "The Sea Grill," no date: includes 2 menus
- Folders 5-6 "Showtime," no date: includes information packet for employees and notebook of design guidelines
- Folder 7 "Sunshine," no date: includes folder
- Folder 8 "SVA" [School of Visual Arts], 1995: includes invitation cards and envelopes for Visual Arts Museum at the School of Visual Arts
- Folder 9 "'System" – Dictaphone," 1970: includes packet of folded poster and cards promoting a furniture system
- Folder 10 "Time Life Medical," no date: includes folder

- Folder 11 "Torrington," no date: includes 2 flyers
- Folder 12 "24 Page Book," 1987: includes "XXIV: A Twenty-four Page Book," published by the Type Directors Club
- Folder 13 United Nations, 1986: includes "United Nations Ambassadors Dinner" booklet
- Folder 14 "United Research," no date: includes 3 flyers or covers
- Folder 15 United States Courthouse, 2000-2002: includes 3 booklets on architecture
- Folder 16 United States Department of Transportation, 1974: includes "Symbol Signs" book
- Folder 17 "USIA," no date: includes booklet and packet of Russian artwork, buttons
- Folder 18 "United States Pavilion," 1967: includes booklet
- Folder 19 "Van Cliburn," no date: includes brochures on Cliburn Concerts
- Folder 20 "Victory Theater," no date: includes folder and promotional booklet

Box 7

- Folder 1 "Em Warburg, Pincus Counsellors Inc.," no date: includes promotional materials
- Folder 2 "Westvaco," 1979, 1988: includes three promotional booklets
- Folder 3 "White House Conference on Children," 1970: includes pamphlets for film schedule and on films
- Folder 4 "White House Conference on Youth," 1971: includes book
- Folders 5-7 "Xerox," 1970-1976, and no date: includes "An Idea Book" hardcover and paperback, "a special report" booklet, 813 Copier promotion/instruction booklet, annual reports
- Folder 8 Mobil: calendar, 1981: includes spiral bound calendar
- Folder 9 Mobil: paperweights. no date: includes 2 paperweights featuring posters from Masterpiece Theatre and South Street Seaport Museum

Box 8

- Folder 1 Mobil: corporate identity, 1968, and no date: includes corporate identity booklet and folded poster, Mobil: The Second Century booklet
- Folder 2 Mobil: MobilLand, no date: includes Mobil Land promotional brochures, folder and graphic guidelines
- Folder 3 Mobil: stock certificates, no date: includes color and spacing samples, stock certificates
- Folder 4 Mobil: graphics, 1971-1979, and no date: includes Mobil Graphics brochures, Branding and graphics booklets
- Folder 5 Mobil: Mobil and art, 1967, and no date: includes article on “The Graphic Art of Corporate Image,” two brochures on art and Mobil
- Folder 6 Mobil: Masterpiece Theatre, 1980, and no date: includes “Edward & Mrs. Simpson” dance cards, folders for Mobil Masterpiece Theatre
- Folder 7 Mobil: Masterpiece Theatre Celebrates 20 Years (black), 1991, and no date: includes invitations and folders for 20 year anniversary and screening events (in black)
- Folder 8 Mobil: Masterpiece Theatre Celebrates 20 Years (blue), no date: includes invitations and folders for 20 year anniversary events (in blue)
- Folder 9 Mobil: shows and exhibitions 1, no date: includes invitation and folder for Te Maori exhibition, folders for Summershow and Young Audiences
- Folder 10 Mobil: events and dinners, 1974, and no date: includes invitations to Masterpiece/Mystery event, concert flyer, posters booklet
- Folder 11 Mobil: The Seven Dials Mystery, and no date: includes promotional materials for “The Seven Dials Mystery”
- Folder 12 Mobil: shows and exhibitions 2, 1986, and no date: includes promotional materials for Masterpiece Theatre presentations and art exhibits
- Folder 13 Mobil: The Kennedy Center, 1979: includes invitation
- Folder 14 Mobil: The Pegasus Prize, 1982: includes brochure on “The Pegasus Prize for Literature”

Box 9

Mobil packaging

“Mobil Super 10W-40, 1 Quart Motor Oil,” no date

“Mobil 1 Synthesized Engine Lubricant, 1 Qt.,” no date

“Mobil Liquide Lave-glace,” no date:

“Mobil Polish Auto,” no date:

Box 10 [Oversize]

- | | |
|----------|---|
| Folder 1 | Cambridge Seven Associates, c. 1972: includes folded poster |
| Folder 2 | Davis, Delaney, no date: includes promotional booklet |
| Folder 3 | JCDecaux, no date: brochure on public toilets in New York |
| Folder 4 | John Fitzgerald Kennedy Library, c. 1979, n.d.: includes envelope and brochure |
| Folder 5 | Kingman Island, 1985: includes booklet on plans for amusement park |
| Folder 6 | Knoll, no date: includes promotional booklet |
| Folder 7 | May, 1990 and no date: includes 2 booklets and folder |
| Folder 8 | Monadnock paper, no date: includes booklet |
| Folder 9 | Psychology Today, no date: includes print of “Optimism,” designed by Ivan Chermayeff for Psychology Today |
| Notebook | NBC, c. 1985: includes NBC Graphic Design Standards |
| Stack | Gramavision, 1986-1989: includes 12 record album covers |

B. Posters - Flat File

- | | |
|----------|---|
| Loose | Museum of Modern Art, no date: includes shopping bag |
| Folder 1 | Chermayeff & Geismar Posters A-B

Air Canada’s Atlantic Provinces – 20 x 30 in., no date
Air Canada’s Montreal – 20 x 30 in., no date
Air Canada’s Quebec City – 20 x 30 in., no date
Air Canada’s Rockies – 20 x 30 in., no date
Air Canada’s Toronto – 20 x 30 in., no date |

Air Canada's Vancouver – 20 x 30 in., no date
 Ambassador Art on Champion Pageantry [the Letter F (on fire)] – 23 x 35 in., 1994
 Ambassador Art on Champion Pageantry [the Letter Z] – 23 x 35 in., 1994
 American Academy in Rome – 23 x 34.75 in., no date
 American Bell – 24 x 35 in., 1983
 American Institute of Graphic Arts [Color] – 23.75 x 35.5 in., 1974
 AIGA Miami hosts an evening with Ivan Chermayeff – 22.875 x 32 in., 2000
 American Museum of Immigration – 28 x 42 in., no date
 Art Directors and Artists Club of Sacramento [Envision 14] – 16 x 21 in., 1988
 The Art Directors Club of NY – 22 x 17 in., 1979
 Art Expo New York 1979 – 24 x 36 in., 1979
 Artis 89 – 23.5 x 33 in., no date
 Big Apple Circus – 29.5 x 45.5 in., 1988

Folder 2

Chermayeff & Geismar Posters C-H

Cable Health Network – 20 x 30 in., 1982
 Ivan Chermayeff: Works and Process – 24 x 34.25 in., 1984
 Ivan Chermayeff collages – 28.5 x 40.5 in., artwork: '91
 Chermayeff & Geismar Inc. [designing over four decades] – 24 x 36 in., 2004
 [Chermayeff & Geismar] An Evening with Chermayeff & Geismar – 36 x 24 in., no date
 [Chermayeff & Geismar] A Return Exhibition of Graphic Design by Brownjohn, Chermayeff & Geismar at Gallery 303 – 21.75 x 27.75 in., no date
 [Chermayeff & Geismar]Connections: Ivan Chermayeff – 20 x 28 in., no date
 [Chermayeff & Geismar] Connections: Tom Geismar – 20 x 28 in., no date
 [Chermayeff & Geismar] Peace by Ivan Chermayeff – 24 x 36 in., no date
 [Chermayeff & Geismar] Peace by Tom Geismar – 24 x 36 in., no date
 Craftonship – 21 x 30 in., no date
 The Detroit Institute of the Arts [Treasures of Ancient Nigeria (Detroit Institute of Arts)] – 30 x 46 in., no date
 The Detroit Institute of the Arts [Treasures of Ancient Nigeria (Metropolitan Museum of Art)]– 30 x 46 in., 1980
 Festival de Cadagues – 19.5 x 25.5 in., 2001
 Fine Creations – 20 x 20 in., no date
 Harper & Row [Sun Moon Star] – 20 x 30 in., no date
 Hartford Stage Company Youth Theatre [On the Town N.Y.] – 26 x 39 in., no date

Herman Miller [An effective communications strategy is the product of its environment.] – 18 x 10.75 in., no date

Herman Miller [The environment people work in should be designed around the work they do.] – 18 x 11 in., no date

Herman Miller [Ethospace interiors] – 18.5 x 12.25 in., no date

Herman Miller [Everyone's trying to beat the system.] – 18 x 12 in., no date

Herman Miller [Everyone's trying to get into the act.] – 18.5 x 12.25 in., no date

Herman Miller [His survival depends on the distribution of energy. So does yours.] – 19 x 13 in., no date

Herman Miller [The longer you sit in an Ergon chair, the less you notice it's there.] – 18 x 12 in., no date

Herman Miller [An office should recognize the peculiarities of its inhabitants.] – 18 x 10.75 in., no date

Herman Miller [A place to work is also a place to be.] – 18 x 12 in., no date

Herman Miller [Stuck.] – 18.5 x 12.5 in., no date

Herman Miller [We don't just stand on our record. We run with it.] – 18 x 12.25 in., no date

Herman Miller [When you specify the Action Office system, you're also specifying Herman Miller.] – 18 x 12 in., no date

The House: A Celebration of Craftsmanship – 11 x 16.75 in., 1997

Folder 3 Chermayeff & Geismar Posters I-M, 1983-1993, and no date: includes

International Center of Photography – 30 x 46 in., 1993

International Design for the Environment Associates– 19 x 37.25 in., no date

Jacob's Pillow – 11.5 x 17 in., 1983

Jacob's Pillow – 11.5 x 17 in., 1984

Jacob's Pillow 1984 – 25 x 35 in., 1984

Jacob's Pillow (blue) – 22 x 31.5 in., 1990

Jacob's Pillow (pink) – 22 x 31.5 in., 1990

Jacob's Pillow (green) – 31.5 x 22 in., 1990

Jacob's Pillow 1993 – 25 x 35 in., 1993

Knoll – 26 x 37 in., no date

La Claca – 24 x 34,5 in., 1981

The Mead Library of Ideas – 17 x 22 in., no date

The Metropolitan Museum of Art – 30 x 46 in., no date

The Museum of Contemporary Art, LA – 22.25 x 36 in., 1983

Museum of Modern Art [Evenings at four museums] – 30 x 46 in., no date

Folder 4 Chermayeff & Geismar Posters N-P, 1979?-1999, and no date: includes

National Collection of Fine Arts [Images of an Era] – 21 x 22 in., no date

National Endowment for the Arts [Jazz Masters] – 16.5 x 22 in., no date
 National Endowment for the Arts [What makes a city livable?] – 24 x 34.5 in., no date
 National Museum of American Art [Posters American Style] – 24 x 36 in., 1998
 The National Museum of History and Technology – 18 x 26 in., no date
 Natural Resources Defense Council [The Amicus Journal] – 23 x 29 in., 1983
 New School for Social Research (ocher background) – 22 x 34 in., no date
 New School for Social Research (red background) – 22 x 34 in., no date
 New School for Social Research (green background) – 22 x 34 in., no date
 New School for Social Research (purple background) – 22 x 34 in., no date
 New York City [New York and the Arts: A Cultural Affair] – 30 x 46 in., no date
 New York City Department of Cultural Affairs [New York Is Art] – 30 x 46 in., no date
 New York City Department of Cultural Affairs [New York Is Children] – 30 x 46 in., no date
 New York City Department of Cultural Affairs [New York Is Dance] – 30 x 46 in., no date
 New York City Department of Cultural Affairs [New York Is Gardens & Zoos] – 30 x 46 in., no date
 New York City Department of Cultural Affairs [New York is Heritage] – 30 x 46 in., no date
 New York City Department of Cultural Affairs [New York is Museums] – 30 x 46 in., no date
 New York City Department of Cultural Affairs [New York is Music] – 30 x 46 in., no date
 New York City Department of Cultural Affairs [New York is Theatre] – 30 x 46 in., no date
 New York City Department of Cultural Affairs [Wrapping Up the 70s] – 24 x 34.5 in., 1979?
 New York Film Festival – 23.5 x 33.5 in., 1999
 New York Philharmonic Phone Festival II – 24 x 34.5 in., 1979
 Olivetti [Masters of Modern Italian Art] – 18 x 23.5 in., 1969
 Philadelphia Museum of Art [Dutch Tiles] – 23 x 35 in., 1984

Folder 5 Chermayeff & Geismar Posters S-W, 1981-1998, and no date: includes
 Clyfford Still, San Francisco Museum of Modern Art – 30 x 45 in., no date
 SOS Kinderdorfer – 23.25 x 33 in., 1989
 Syracuse Summer Sports Festival – 24 x 36 in., 1981
 UCLA Department of Design: Ivan Chermayeff: – 17.75 x 25,25 in., 1998
 UNDP: Achieve Universal Primary Education – 23 x 36 in., no date

UNDP: Combat HIV/AIDS, Malaria and Other Diseases – 23 x 36 in., no date

UNDP: Develop a Global Partnership for Development – 23 x 36 in., no date

UNDP: Ensure Environmental Sustainability – 23 x 36 in., no date

UNDP: Eradicate Extreme Poverty and Hunger – 23 x 36 in., no date

UNDP: Improve Maternal Health – 23 x 36 in., no date

UNDP: Promote Gender Equality and Empower Women – 23 x 36 in., no date

UNDP: Reduce Child Mortality – 23 x 36 in., no date

Union Pacific Corporation – 16.5 x 21 in., no date

The Urban Center – 21.5 x 28 in., no date

U.S. Department of Transportation Advisory Committee – 21.5 x 30 in., no date

Westchester Land Trust – 17 x 22 in., no date

White House Conference on Children – 16 x 24.25 in., 1970

White House Conference on Youth – 14 x 21.5 in., 1971

Whitney Museum of American Art, free Tuesday evenings – 30 x 46 in., no date

Whitney Museum of American Art Branches – 30 x 46 in., no date

Whitney Museum of American Art – 30 x 46 in., no date

World Northol Corporation [Stony Island] – 27 x 41 in., no date

Folder 6

Mobil Masterpiece A-M, 1971-1994, and no date: includes

Mobil Masterpiece: Masterpiece Theatre 1971-72 TV Schedule – 28 x 11 in., 1971

Mobil Masterpiece: Masterpiece Theatre 10th Anniversary Season 1980-1981 – 30 x 46 in., 1980

Mobil Masterpiece: The 1981-1982 Season – 30 x 46 in., 1981

Mobil Masterpiece: The 1982-83 Season – 30 x 46 in., 1982

Mobil Masterpiece: The 1983-1984 Season – 30 x 46 in., 1983

Mobil Masterpiece: 15th Anniversary Season 1985-86 – 30 x 46 in., 1985

Mobil Masterpiece: Fifteen Years of Excellence – 24 x 35 in., 1986

Mobil Masterpiece: 20 Years on PBS – 30 x 46 in., 1991

Mobil Masterpiece: Twentieth Anniversary Favorites – 30 x 46 in., 1991

Mobil Masterpiece: The Best Intentions – 30 x 46 in., 1994

Mobil Masterpiece: Body & Soul – 30 x 46 in., 1994

Mobil Masterpiece: The Bretts – 30 x 46 in., 1987

Mobil Masterpiece: The Bretts Series II – 16 x 23 in., 1989

Mobil Masterpiece: By the Sword Divided – 30 x 46 in., 1986

Mobil Masterpiece: Calling the Shots – 30 x 46 in., 1993

Mobil Masterpiece: Doctor Finlay – 30 x 46 in., 1993

Mobil Masterpiece: Drake's Venture – 30 x 46 in., no date

Mobil Masterpiece: The Duchess of Duke Street – 30 x 46 in., no date

Mobil Masterpiece: The Duchess of Duke Street II – 30 x 46 in., no date

Mobil Masterpiece: Edward & Mrs. Simpson – 30 x 46 in., no date
Mobil Masterpiece: Flickers – 30 x 46 in., no date
Mobil Masterpiece: The Good Soldier – 30 x 46 in., no date
Mobil Masterpiece: Goodbye Mr. Chips – 16.5 x 23.375 in., 1986
Mobil Masterpiece: Hedda Gabler – 30 x 46 in., 1993
Mobil Masterpiece: Kean – 30 x 46 in., no date
Mobil Masterpiece: The Last Place on Earth – 30 x 46 in., 1985
Mobil Masterpiece: Lillie [gray background] – 30 x 46 in., no date
Mobil Masterpiece: Lillie [blue background] – 30 x 46 in., no date
Mobil Masterpiece: Lost Empires – 30 x 46 in., 1986
Mobil Masterpiece: Masterpiece Radio Theatre – 30 x 46 in., no date

Folder 7 Mobil Masterpiece M-W, 1985-1991, and no date: includes

Mobil Masterpiece: Masterpieces, Mysteries, and Specials – 30 x 46 in.,
1985
Mobil Masterpiece: The Mayor of Casterbridge – 30 x 46 in., no date
Mobil Masterpiece: Miss Marple – 30 x 46 in., 1986
Mobil Masterpiece: The Mobil Television Season on PBS '88-'89 – 30 x
46 in., 1988
Mobil Masterpiece: A Murder of Quality – 30 x 46 in., 1991
Mobil Masterpiece: My Son, My Son – 30 x 46 in., no date
Mobil Masterpiece: Our Mutual Friend – 30 x 46 in., no date
Mobil Masterpiece: Pictures – 30 x 46 in., no date
Mobil Masterpiece: Private Schulz – 30 x 46 in., no date
Mobil Masterpiece: Sharpe – 30 x 46 in., 1993
Mobil Masterpiece: Shoulder to Shoulder – 30 x 46 in., no date
Mobil Masterpiece: Sorrell and Son – 30 x 46 in., 1987
Mobil Masterpiece: Traffik – 30 x 46 in., 1990
Mobil Masterpiece: Upstairs, Downstairs (blue background) – 30 x 46 in.,
no date
Mobil Masterpiece: Upstairs, Downstairs (white background) – 30 x 46
in., no date
Mobil Masterpiece: Upstairs, Downstairs (brown background) – 28 x 44
in., no date
Mobil Masterpiece: Upstairs, Downstairs (red background) – 30 x 46 in.,
no date
Mobil Masterpiece: Winston Churchill: The Wilderness Years – 30 x 46
in., no date

Folder 8 Mobil Showcase, Mobil PBS, miscellaneous, 1984-1885, and no date:
includes

Mobil Showcase: Between the Wars – 30 x 46 in., no date
Mobil Showcase: The Children's Story... – 30 x 46 in., no date
Mobil Showcase: The Entertainer – 30 x 46 in., no date

Mobil Showcase: A Moon for the Misbegotton – 30 x 46 in., no date
 Mobil Showcase: Queen of the Stardust Ballroom – 30 x 46 in., no date
 Mobil Showcase: Robinson Crusoe – 15 x 20 in., no date
 Mobil Showcase: The Seven Dials Mystery – 30 x 46 in., no date
 Mobil Showcase: Two By Forsyth – 30 x 46 in., no date
 Mobil Showcase: A Voyage Round My Father – 30 x 46 in., 1984:
 includes 2 copies
 Mobil PBS: The Ascent of Man – 15 x 20 in., no date
 Mobil PBS: The Living Planet – 30 x 46 in., 1985: includes blue poster
 Mobil PBS: The Living Planet – 30 x 46 in., 1985: includes green poster
 Mobil PBS: Piccadilly Circus – 30 x 46 in., no date
 Mobil PBS: War and Peace – 15 x 20 in., no date
 Designer's Saturday New York Oct 7-8 – 26.25 x 22 in., no date
 Mobil: National Town Meeting – 12.75 x 30 in., no date
 Mobil: National Town Meeting – 21 x 22 in., no date
 New York Nights – 30 x 46 in., no date
 Summergarden (The Museum of Modern Art) – 30 x 46 in., no date
 Summerpier (South Street Seaport Museum) – 30 x 46 in., no date
 [Untitled: yellow pencil] (white background) – 30 x 20 in., no date
 [Untitled: yellow pencil] (black background) – 30 x 20 in. , no date

II. Bibliographic Files

Bibliographic files include three published books, two by Chermayeff and Geismar.

Box 11

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|----------|---|
| Book | Chermayeff, Ivan, Tom Geismar, and Steff Geissbuhler, <i>Designing</i> . New York: Graphis Inc., 2003. |
| Book | Chermayeff, Ivan, Tom Geismar, and Steff Geissbuhler, <i>Trademarks designed by Chermayeff & Geismar</i> . New York: Princeton Architectural Press, 2000. |
| Notebook | U.S. General Services Administration, Office of the Chief Architect, <i>Facilities Standards for the Public Building Service</i> . 2000 |

Box 12 [Oversize]

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|------|---|
| Book | Geismar, Tom and Harvey Kahn, <i>Spiritually Moving, A Collection of American Folk Art Sculpture</i> . New York: Harry N. Abrams, Inc., 1998.: includes published book, and cover and photo spread pages. |
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