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

Processed by:
Carole Ann Fabian, Assistant Archivist
Heather Sutherland, Student Assistant

Wallace Library
Archives & Special Collections
Rochester Institute of Technology
Rochester, New York 14623-0887
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 Fortune 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 Print magazine, New York - editor
1962-63 Panorama magazine, Milan - editor
1967 University of Illinois, Urbana-Champaign - visiting lecturer

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*

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

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.
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 * --
   Contemporary American Artists 1 cover proof 1959

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

C.
CBS -- We don’t know why they listen 1 book 1949 ?
Camera Club -- Dan Weiner exhibition 1 brochure 1953
Container Corporation of America * --
   Every man in the son of his own works 2 proofs n.d.
Container Corporation of America* --
   Epictetus on Philosophy 2 proofs n.d.
Container Corporation of America* --
Pine tree to package

Container Corporation of America* --

Pulp materials

Container Corporation of America* --

Protecting America’s protection

D.

Davis, Delaney, Inc., Printers

Doubleday -- Going for a walk with a line

E.

Exaktra -- vol.2 no.2

F.

Faberge -- Aphrodisia Perfume

Fortune* -- March cover

Fortune* -- October cover

Fortune* -- May cover

Fortune* -- July cover

Fortune* -- Brave New World

Fortune* -- Christmas gifts for friends...

Fortune* -- Designs for the printed page

Fortune* -- The Energies of Italy

Fortune* -- ...the things of Art...

Fortune* -- 2 buttons = 1 democracy

Fortune* -- untitled

G.

Graphis -- no.220

H.

Haber Typographers * -- typographic exercise

Holiday * -- May

K.

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

| **M.** |
| M -- Miscellaneous Frontesp. | various | n.d. |
| Meridian Fiction -- *The Towers of Trebizond* | 1 cover proof | n.d. |
| Motivation Records* -- *Ballads Age of Science* | 1 album cover proof | n.d. |
| Motivation Records* -- *Energy & Motion* | 1 album cover proof | n.d. |
| Motivation Records* -- *Experiment Songs* | 1 album cover proof | n.d. |
| Motivation Records* -- *Nature Songs* | 1 album cover proof | n.d. |
| Motivation Records* -- *Space Songs* | 1 album cover proof | 1961 |
| Motivation Records* -- *Weather Songs* | 2 album cover proof | n.d. |
| Museum of Modern Art -- *8 Automobiles* | 2 exhibition catalogs | 1951 |
| Museum of Modern Art -- *8 Automobiles* | 1 tear-sheet | 1951 |
| Museum of Modern Art -- *The Family of Man* | 1 cover | n.d. |
| Museum of Modern Art -- *The Family of Man* | 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 |
| N W Ayer & Son* -- Electric Light & Power | 2 proofs of ads | 1944 |
| N W Ayer & Son* -- Felt & Tarrant Mfg. | 1 proof of ad | 1942 |
| N W Ayer & Son* -- Felt & Tarrant Comptometer | 4 proofs of ads | 1944-45 |
| N W Ayer & Son* -- Joyce [shoes] | 3 proofs of ad | 1946 |
| N W 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 -- The Lion's Tale 2 tear-sheets n.d.
Print** -- The Lion's Tale 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.
<table>
<thead>
<tr>
<th>Vintage -- <em>The Rebel</em></th>
<th>1 cover proof</th>
<th>n.d.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vintage -- <em>St. Mawr &amp; The Man Who Died</em></td>
<td>1 cover proof</td>
<td>n.d.</td>
</tr>
<tr>
<td>Vintage -- <em>Stories Katherine Mansfield</em></td>
<td>1 cover proof</td>
<td>n.d.</td>
</tr>
<tr>
<td>Vintage -- <em>The Stranger</em></td>
<td>1 cover proof</td>
<td>n.d.</td>
</tr>
<tr>
<td>Vintage -- <em>Where Angels Fear to Tread</em></td>
<td>2 cover proofs</td>
<td>n.d.</td>
</tr>
</tbody>
</table>

**W.**

<table>
<thead>
<tr>
<th>WCBS- TV</th>
<th>1 proof</th>
<th>n.d.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webster Cigars *</td>
<td>10 proofs of ads 1957-58</td>
<td></td>
</tr>
<tr>
<td>Whiting- Plover Paper Company *</td>
<td>2 proofs of ads</td>
<td>n.d.</td>
</tr>
<tr>
<td>Wilson Library Bulletin -- October 1964</td>
<td>1 cover tear-sheet</td>
<td>1964</td>
</tr>
</tbody>
</table>
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]