

**Matthew Leibowitz Collection,  
circa 1917-2007, undated  
[bulk 1945-1970]**

The Matthew Leibowitz Collection was donated to Rochester Institute of Technology in December, 2008 by Leibowitz's daughters, Jan Bresnick and Lynn Leibowitz.

The Wallace Center  
Graphic Design Archives  
Rochester Institute of Technology  
Rochester, New York 14623-0887

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## **Administrative Information**

**Creator:** Leibowitz, Matthew, 1918-1974

**Extent:** 13 manuscript boxes, 20 oversize boxes, 4 map drawers, 20 paintings, 1 sculpture (34 linear feet)

**Abstract:** Collection of materials from graphic designer Matthew Leibowitz (1918-1974), including advertisements, publications, publicity material, project artwork, correspondence, paintings, and photographs.

**Processed by:** Amy Vilz, June, 2011

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**Acquisition:** The Matthew Leibowitz Collection was donated to Rochester Institute of Technology in December, 2008 by Leibowitz's daughters, Jan Bresnick and Lynn Leibowitz.

## Arrangement

- Series I. Clients, circa 1940-2007, undated
  - Subseries A. Project artwork, circa 1940-1973
  - Subseries B. Portfolios, circa 1940-1970
  - Subseries C. Exhibition panels, 2007, undated
- Series II. Bibliographic records, circa 1942-1974, undated
  - Subseries A. Client publications, circa 1945-1971, undated
  - Subseries B. Writings on Leibowitz, circa 1946-1970
  - Subseries C. Publicity, circa 1946-1970, undated
  - Subseries D. Awards and honors, circa 1942-1974
  - Subseries E. Organizations and conferences, circa 1955-1972
- Series III. Photographic records, circa 1918-1973, undated
  - Subseries A. Client work, circa 1942-1970, undated
  - Subseries B. Personal, circa 1918-1973, undated
- Series IV. Biographic records, circa 1917-1977, undated
  - Subseries A. General, circa 1917-1977, undated
  - Subseries B. Artwork, 1969, 1971, undated

## Biographical Note

If the designer is true to his instincts, the design and typography of his concepts will automatically fulfill the standard of excellence for which he is retained to serve.<sup>1</sup>

Graphic designer Matthew Leibowitz was born on August 21, 1918 in Philadelphia. A practitioner of the International Style, Leibowitz would become well-known for his sure use of primary colors juxtaposed with stark white, and by his tendency to use found pictures in his work. In 1957, the German magazine *Gebrauchsgraphik* described his technique:

...with sovereign mastership he makes use of all means of representation available today and frequently employs old pictorial elements wittily presenting them in a quite novel and always clearly planned picture, thereby bringing them closer to our modern way of feeling.<sup>2</sup>

Leibowitz attended night classes at the Pennsylvania Museum School of Industrial Arts (now the Philadelphia University of the Arts) and worked in layout and typography at Gray and Rogers design firm during the day. After earning his degree, he worked briefly as an art director in Paris before returning to the United States where he spent the next two years as art director of an advertising agency in Philadelphia. In 1942, Leibowitz left the agency and began working independently as a freelance designer, and would remain so for the rest of his career. It was then that he began creating for such clients as IBM, Container

Corporation of America, Sharp and Dohme, Caedmon Records, General Dynamic, and Philip Morris. Describing his work for Caedmon, Leibowitz wrote, "The Caedmon record sleeves represent some recent assignments of sheer enjoyment, and an ideal client who encourages me to pursue an idea as I like to do it- meticulously and without limits."<sup>3</sup>

In 1949, Leibowitz began design and construction of his home at 929 Frog Hollow Road in Rydal, Pennsylvania. The modern aesthetics of the home received positive publicity. Leibowitz worked from home and designed the studio to suit his needs. Customizations included an adjustable desk that could be raised for painting, special fluorescent lighting above the desk allowed for no distortion of colors, and a bulletin board where Leibowitz posted a changing display of objects, pictures of interest and influence, and the works of other contemporary artists.

Over the course of his career, Leibowitz would earn over 260 gold medals in design and hold one man shows in Great Britain, France, Germany, Japan, Switzerland, Italy, the Netherlands, Brazil, and the United States. One of his many admired works was the symbol he designed for ITT. Of this design he said, "Everyone thought I wracked my brains over that one, but it really was one of the easiest"<sup>4</sup> (Leibowitz had sketched the design on the back of an envelope while on a train from New York to Philadelphia).

Matthew Leibowitz died of leukemia at the age of 57 in 1974.

- 1 Leibowitz, Matthew. *What is New in American Typography?*, 1959. 9.6, Matthew Leibowitz Collection, RIT Libraries: Graphic Design Archives, Rochester Institute of Technology.
- 2 "Matthew Leibowitz- New York," *Gebrauchsgraphik*, (May 1957), 6.1, Matthew Leibowitz Collection, RIT Libraries: Graphic Design Archives, Rochester Institute of Technology.
- 3 "Dialogs on Graphic Design-V," *Industrial Design*, vol. 4 no. 1 (January 1957), 5.8, Matthew Leibowitz Collection, RIT Libraries: Graphic Design Archives, Rochester Institute of Technology.
- 4 "Matthew Leibowitz, 57; Noted Graphic Designer," *Philadelphia Inquirer*, October 3?, 1974, 9.13, Matthew Leibowitz Collection, RIT Libraries: Graphic Design Archives, Rochester Institute of Technology.

## Scope and Content

The collection is divided into 4 series: Clients, Bibliographic records, Photographic records, and Biographic records.

### *Series I. Clients*

This series is comprised of project artwork, portfolios, and exhibition panels. Project artwork contains logo designs, mock-ups (Chanel, TWA, *Fortune* and *Time* magazines), drawings, and gouache paintings (Bamberger's, Teleservice). Also noteworthy are mock-ups and drawings created for a conceptual film for General Dynamics. A small amount of business correspondence (in folder 1.2)

includes a complaint regarding Leibowitz's "Sleep and the Beautiful Lady" advertisement.

Portfolios focus on examples of finished publications with a focus on IBM, Caedmon Records, and Sharp and Dohme. Exhibition panels are mainly comprised of those created for *Matthew Leibowitz: A Legendary Modernist*, a 2007 retrospective exhibition held at the Philadelphia University of the Arts.

### *Series II. Bibliographic records*

This is the largest series in the collection and includes Client publications; Writings on Leibowitz; Publicity; Awards and honors; and Organizations and conferences. The most important subseries is Client publications, containing print samples of advertisements, brochures, annual reports, record album covers, and letterhead. Major clients covered include: IBM, Caedmon Records, Sharp and Dohme, Otis, and Philip Morris. There are also small amounts of samples featuring well-known work for Reichhold Chemicals, Red Cross, and Arch Nadler. Also notable are a complete corporate identity manual created for Gulf + Western, and a set of paperweights encasing a vial of the drug Acth made for Sharp and Dohme.

Writings on Leibowitz include articles and annuals from the late 1940s to mid 1960s. "Dialogs on Graphic Design" (folder 5.8) includes a short essay by Leibowitz. Publicity includes article reprints, Leibowitz's register with a listing of his work and research material, and leaflets of his 1959 IBM ad campaign published in *Time* magazine.

### *Series III. Photographic records*

These include photographs, slides, and transparencies of his work, friends, family, and acquaintances, as well as portraits of Leibowitz from childhood and into his professional life. Some images were taken by photographer Naomi Savage and are noted as such. Significant photographs include images of Leibowitz with Man Ray, Marcel Duchamp, Frank Lloyd Wright, Savignac, Harry Bertoia, and Jean Carlu. There are also interior and exterior images of the Leibowitz home in Rydal, Pennsylvania.

Most clients are represented in the photograph series. Of particular note are a set of transparencies and script description for a General Dynamics conceptual film. Also present is a Gulf + Western corporate identity program presentation of slides and speech notes, many featuring Leibowitz's fondness for puns.

### *Series IV. Biographic records*

Blueprints, correspondence, and receipts documenting the design and construction of the Leibowitz home (and studio) in Rydal, Pennsylvania are in this series. A small amount of correspondence includes charming handmade cards for Leibowitz made by his daughters Jan and Lynn. Leibowitz enjoyed painting in

his personal life as well. Artwork included here contains paintings and works on paper from two series: *Geoma* and *Spectra*.

## Container List

### Series I. Clients, circa 1940-2007, undated

#### Subseries A. Project artwork, circa 1940-1973

*Scope and content: Contains original artwork created for clients, mainly mock-ups and photostats. Also, one folder of business correspondence in 1.2. See Subseries B. Portfolios and Subseries C. Exhibition Panels for additional project artwork. A "+" sign indicates oversize material.*

*Arrangement: Alphabetical by client. Note: A few with unknown clients are by title or subject of work: Circus, Teleservice.*

- 21.05        A/D 1941, collage for cover
- 21.1+        Astron, undated; logo: stats, transparencies.
- Drawer        Bamberger's, circa 1942-1955; sign: gouache painting.
- 21.2+        Caedmon Records, circa 1945-1960; album cover mock-up: *H.L. Mencken Speaking*.
- 1.1            CBS, undated; letterhead mechanical.
- 21.3+        Chanel, circa 1945-1960; ad mock-up.
- 21.4+        Circus, circa 1942-1949; poster mock-up.
- 21.21+        Composition Corporation, circa 1942-1957; Romantic typeface ad mock-up.
- 21.5+        Container Corporation, circa 1940-1945; ad mock-up: *Supplies to our fighting men....*
- 1.2            Correspondence, circa 1944-1973; includes "Sleep and the Beautiful Lady" ad complaint; American Institute of Graphic Arts; Library of Congress; Ford Motor Company; Uniplan promotional materials.
- 21.6+        *Fortune*, 1947, undated; cover mock-ups: December 1947, Christmas ornament, "sink and float process," "engraver's glass and awl."

- 21.7+ Geigy, undated; ad mock-up: Tofranil.
- 21.8-21.11+ General Dynamics, circa 1966; film title mock-ups, stats, drawings. [4 folders]
- 21.12+ Geometry, undated; mock-up.
- 21.13+ Gulf + Western, circa 1960-1970; logo stats, transparency; brochure mock-ups.
- 21.14+ Haddonwood Tennis Club, circa 1955-1970; brochure mock-up; logo stats.
- 1.3 Hamilton Papers, undated; Weycroft cover mock-up.
- 21.15+ Harcourt, Brace, and World, 1966; book cover proofs: *Calculus and Linear Algebra*.
- 21.16+ Heritage, undated; logo sketch.
- 21.17+ Hershey Park, undated; logo stats, transparency.
- 21.18+ ITT, undated; logo stats, transparency.
- 21.19+ Otis, circa 1960-1965; brochure mock-ups, logo stats.
- 21.20+ Philco, circa 1950-1955; stats.
- 1.4 Sharp and Dohme, circa 1950-1959; ad mechanical, clippings.
- 17.1+ T.H. Cosgrove, undated; logo stats and transparencies, ink logo drawing.
- Drawer Teleservice, circa 1942-1960; sign: gouache painting.
- 17.2+ TWA, circa 1942-1949; ad mock-up.
- 31.1+ *Time*, circa 1960-1970; cover mock-ups: *The Emerging Catholicism*, *Pill versus Will*, *Who digs Con Ed?*, *A Pollution Solution?*, counterculture [June 22, 1970 Canadian edition].
- 17.3-17.6+ Uniplan 1, circa 1969; includes "calling card:" brochure mock-up, text copy, photos; promotional folder: mock-up, proofs, pencil sketches. ["calling card" graphic mock-up in 31.2+]

33.1-33.6+ Uniplan 2, circa 1969; logo: stats, transparency; promotional folder photo-mechanicals, proof.

21.22+ Unknown, undated; stats: vitruvian man, spiral motif.

**Subseries B. Portfolios, circa 1940-1970**

*Scope and content: Contains disbound portfolio pages, mainly consisting of mounted advertisement tear sheets. Some portfolio pages include original artwork for printed client work. A "+" sign indicates oversize material.*

*Arrangement: Alphabetical by subject.*

22.1-22.2+ "Caedmon," circa 1945-1960; album cover mock-ups.

22.3-22.4+ "IBM," circa 1959; ad mock-ups.

23.1-23.2+ "Pharmaceutical works" 1, circa 1940-1960; ads: American Chemical Paint, National Drug Company, Sharp and Dohme, White Laboratories, Whitehall Pharmacal.

23.3+ "Pharmaceutical works" 2, circa 1940-1960; Sharp and Dohme ads.

24.1-24.2+ Other portfolio pages, circa 1945-1970; ads: Caedmon, Container Corporation, IBM, Philip Morris, Sharp and Dohme, *Time*, Whitehall Pharmacal. [2 folders]

24.3-24.5+ Portfolio [untitled], circa 1942-1965; ads: Red Cross, *Fortune*, Otis, Philip Morris, Stephan Lion, Caltex, Chanel, Crosley, Leibowitz self ads, RCA Victor. [3 folders]

**Subseries C. Exhibition panels, 2007, undated**

*Scope and content: Contains panels used in "Matthew Leibowitz: A Legendary Modernist," a 2007 exhibition at Philadelphia University of the Arts. "Other panels" possibly created by Leibowitz. A "+" sign indicates oversize material.*

*Arrangement: Alphabetical by subject.*

28.1-29.2+ *Matthew Leibowitz: A Legendary Modernist*: set 1, 2007; laminated advertisement tear sheets. [4 folders]

Drawer *Matthew Leibowitz: A Legendary Modernist*: set 2, 2007; includes tear sheets/mock-ups for Caedmon, Carey-McFall, Dupont, *Gebrauchsgraphik*, General Dynamics, IBM, Red Cross, Reichhold Chemicals.



30.1-30.2+ Other panels, undated; includes ads: Weedone, Geometry, Chanel; logos: Haddonwood Tennis Club, Otis, Gulf + Western, ITT, Astron, unknown.

**Series II. Bibliographic records, circa 1942-1974, undated**

*Scope and content: Contains client publications, magazine articles on Leibowitz, publicity, awards, and organizations where Leibowitz held membership.*

**Subseries A. Client publications, circa 1945-1971, undated**

*Scope and content: Contains magazine covers, advertisement tear sheets, annual reports, letterhead, promotional materials. A "+" sign indicates oversize material.*

*Arrangement: Alphabetical by subject.*

- 1.5 A-D, August – Sept., 1941; dada cover.
- 1.6 American Chemical Paint, circa 1946; Weedone ad.
- 1.7-1.8 Arch Nadler, circa 1945-1955; *Four Schools of Sales Promotion and How They Grew* [2 copies], letterhead.
- 1.9 Astron, undated; letterhead.
- 1.10 Augustinian Fathers, undated; letterhead.
- 31.3-31.4+ Bagel, 1967; calendar, calendar cover.
- 25.1-25.3+ Caedmon Records, circa 1945-1960; includes album covers: *Alice in Wonderland, Boswell's London Journal, Caedmon Treasury of Modern of Modern Poets, Cambridge Treasury of English Prose vol. 1-5, Ecclesiastes, Finnegans Wake, Genesis, Gertrude Stein, Great American Speeches, H.L. Mencken Speaking, NOH, Nonsense Verse, Poems of Shelley, Poetry of Coleridge, The Red Badge of Courage, Sermons of John Donne, The Wife of Bath.*
- 17.7+ Caltex, circa 1955-1965; ad tear sheets: logo with gas pump, spear and shield, stamps.
- 1.11 CBS, circa 1950-1970; letterhead, booklet: *The New Dimension of Television.*
- 1.12-2.1 CBS: press kits 1, 1950-1962; includes *Love of Life* and *Password*. [2 folders]

- 18.1-18.2+ CBS: press kits 2, 1966; includes 1966-1967 TV and NFL seasons.
- 2.2 Carey-McFall, circa 1940-1947; ad: *A New Carey-McFall Service*.
- 25.4+ Chanel, circa 1945-1960; ad.
- 17.8+ Container Corporation, 1942, undated; ad tear sheets: *All Three in One, Great Ideas of Western Man*.
- 25.5+ Dupont, undated; Lucite label; ad with Leibowitz.
- 2.3 Edo, 1969; annual report.
- 2.4 Film Designers, circa 1940-1950; letterhead.
- 16.1+ *Fortune*, 1947, undated; March and December covers; charts: television, A and P, General Motors and the foreign markets, Loran long-range aid to navigation.
- 2.5 Gallery Mayer, circa 1940-1950; letterhead.
- 2.6 *Gebrauchsgraphik*, 1957, 1960; magazine covers: May 1957, April 1960.
- 31.5+ Geometry, undated; tear sheets.
- 2.7 Graflex, circa 1965; camera ad tear sheets.
- 2.8 *Graphik*, 1950, 1954; magazine covers: August 1950, April 1954.
- 2.9 Gregory + Blauth, undated; letterhead.
- 2.10-3.1 Gulf + Western, 1966, undated; corporate identity manual, letterhead, annual report. [4 folders]
- 3.2 Haddonwood Tennis Club, circa 1955-1970; booklets, letterhead.
- 3.3 Hamilton Papers, circa 1940-1965; sample book pages.
- 3.4 Harvey Adams, undated; letterhead.
- 3.5 Hubert Humphrey, 1968; presidential campaign buttons. [3 buttons]
- 3.6-3.7 IBM 1, circa 1959-1971; brochures, ads: executary, typewriter, Dead Sea scrolls, Bertoia sculpture, etc.

- 31.6-31.11+ IBM 2, circa 1959-1965; brochures, oversize ads: executory, typewriter, Dead Sea scrolls, Bertoia sculpture, etc.
- 3.8 *Idea*, 1957; magazine cover: no. 23.
- 3.9 Letterhead, undated; collected letterheads.
- 3.10 "Letterhead: embossed," undated; collected letterheads.
- 4.1 John Locke, undated; letterhead.
- 4.2 Man Ray, 1963; Princeton exhibit brochure cover.
- 4.3 Naomi Savage, 1968, undated; letterhead, brochure photocopies [not designed by Leibowitz].
- 4.4 National Drug Company, 1956, undated; Acth ads.
- Box 15+ National Drug Company: paperweights, 1956; paperweight cubes with encased vial of Acth. [5 cubes]
- 4.5 *Newsweek*, 1966, 1967; report covers.
- 4.6 Opticon, undated; letterhead.
- 17.9+ Otis, circa 1960-1965; brochure; ad tear sheets: autotronic vibrations, floors 17-26, green arrow, button, New York World's Fair, red square.
- 16.2+ Pennsalt Chemicals, 1953; ad tear sheets: *No Ring Around the Rosy Here!*
- 16.3-16.4+ Philco, circa 1950-1955; includes brochures: *Pact*, *Philco 2000*; cover: *Philco 4000*.
- 25.6+ Philip Morris, undated; ad tear sheets: burning match, four brands, four cigarettes.
- 25.7+ RCA Victor, circa 1945-1955; album covers: *Chopin*, *Hank Snow*, *Great Musical Masterpieces for the Violin*, *Duke Ellington Classics*, *James Melton*.
- 16.5+ Red Cross, 1954; poster: *Give*.
- 16.6-16.7+ Reichhold Chemicals, 1955; annual report, spreads.

- 4.7 Sam Bless and Company, undated; letterhead.
- 4.8-4.9 Sharp and Dohme, circa 1940-1960; includes ads: Delcos, Melozets, Redisol, Remanden, Protein for Resistance, Protein for Energy; magazine cover.
- Box 15+ Sharp and Dohme: packaging, circa 1955; Hydrocortone box.
- 4.10 Standard Computers, undated; brochures.
- 4.11 Standard Oil, circa 1950-1955; ads: *Design for Efficiency*, *Chemicals from Oil*, *Fuels for America*.
- 4.12 Standard Vacuum Oil, undated; letterhead.
- 4.13 Stephan Lion, circa 1945-1960; ads [3 designs].
- 4.14 T.H. Cosgrove, undated; letterhead.
- Drawer Tastykake, 1949; poster. [2 copies]
- 4.15 *Time*, 1970; magazine: vol. 95, no. 25 (June 22, 1970) [Canadian edition, 2 copies]
- 4.16 Time Life Records, undated; letterhead.
- 19.1-20.2+ Uniplan, circa 1969; includes "calling card" brochure, promotional folder, proposal. [5 folders]
- 25.8+ Unknown, undated; images of office furniture.
- 4.17 White Laboratories, circa 1940-1955; brochure: *Fetor Oris*.
- 4.18 Whitehall Pharmacal, undated; Anacin ads [7 designs].

**Subseries B. Writings on Leibowitz, circa 1946-1970**

*Scope and content: Contains journals, books, clippings mainly with surveys of Leibowitz's work.*

*Arrangement: Chronological.*

- 5.1 "All Three in One," 1946; in *Modern Art in Advertising*. Chicago: Container Corporation of America, 1946. [2 copies]

- 5.2 "Matthew Leibowitz," 1947; by W.H. Allner in *Graphis*, vol. 3 no. 17 (1947), pp. 16-23.
- 5.3 Advertisements, 1949; in *International Poster Annual '48-49*. St. Gall, Switzerland: Zollikofer, 1949, pp. 158, 159, 170, 171
- 5.4 "Matthew Leibowitz," 1950; by Dr. A. Wannemacher in *Graphik*, no. 8 (August 1950), pp. 416-423.
- 5.5 Red Cross, 1954; in *International Poster Annual 1954*. St. Gall, Switzerland: Arthur Niggli and Willy Verkauf, 1954, pp. 145.
- 5.6 "Matthew Leibowitz," 1955; in *Idea*, vol. 3 no. 13 (October 1955), pp. 58, 59.
- 5.7 Advertisements, 1956; in *Graphis Annual 1955/56*. Zurich: Amstutz and Herdeg, 1956, pp.178, 184.
- 5.8 "Dialogs on Graphic Design-V," 1957; in *Industrial Design*, vol. 4 no. 1 (January 1957), pp.56-63. [2 copies]
- 6.1 "Matthew Leibowitz" 1957; in *Gebrauchsgraphik*, (May 1957), pp. 2-11. [+ cover design] [3 copies]
- 6.2-6.3 "Matthew Leibowitz," 1957; in *Idea*, vol. 4 no. 23 (June 1957), pp. 16-27. [5 copies]
- 6.4-6.5 "Matthew Leibowitz, New York," 1960; in *Gebrauchsgraphik*, (April 1960), pp.2-9. [8 copies]
- 6.6 "Selected Works of Matthew Leibowitz," 1962; by Masaki Katsumi in *Graphic Design* no. 7 (April 1962), pp. 45-51. [4 copies]
- 7.1 "Matthew Leibowitz," 1962; in *Photo-Graphik*, exhibit catalog from Die Neue Sammlung Munchen (November 8-December 2, 1962), pp. 20. [5 copies].
- 7.2 "Matthew Leibowitz," 1962; in *Who's Who in Graphic Art*. Zurich: Amstutz and Herdeg, 1962, pp. 516.
- 7.3 "Matthew Leibowitz," 1963; in *Idea*, vol. 10 no. 60 (August 1963), pp. 159.
- 7.4 "Matthew Leibowitz," 1963; in *Idea*, vol. 10 no. 61 (October 1963), pp. 2-15. [2 copies]

7.5 "Film Titles Designed by Matthew Leibowitz," 1966; in *Graphic Design*, (October 1966), no. 25, pp. 23-26.

7.6 Clippings, 1955, 1957, 1970

**Subseries C. Publicity, circa 1946-1970, undated**

*Scope and content: Contains article reprints, register, self ads, publicity reproductions of ads. A "+" sign indicates oversize material.*

*Arrangement: Alphabetical by subject.*

8.1 Biography, circa 1966; typewritten bio.

25.9+ Clipping, 1970; newspaper image of Leibowitz and painting.

25.10-25.11+ "Key publicity samples," circa 1947-1970; includes Dupont, IBM, Reichhold Chemicals, Container Corporation, American Chemical Paint, Fortune, RCA Victor, Caedmon, article reprints.

8.2 "Matthew Leibowitz" [press portfolio], undated; includes ads, articles.

8.3-8.5 Publicity reprints, circa 1946-1963; includes *Gebrauchsgraphik*, *Graphic Design*, *Graphik*, *Graphis*, *Idea*, *Industrial Design*. [bound tear sheets, cards]

8.6 "Publicity reprints," circa 1940-1950; includes "Sleep and the Beautiful Lady," "Therapeutic Analgesia," "Have we Forgotten Anything?," "Mind, Matter, and Medicine."

8.7 Register, undated; subject and alphabetical listings of works.

9.1 "Self Ads," circa 1942-1955; promotional leaflets, tear sheets.

9.2 *Time*, circa 1959; promotional leaflet of IBM ad campaign.

9.3 *Who's Who in Graphic Art*, 1962; tear sheets.

**Subseries D. Awards and honors, circa 1942-1974**

*Scope and content: Contains certificates unless otherwise noted. A "+" sign indicates oversize material.*

*Arrangement: Alphabetical by subject.*

26.1+ American Institute of Graphic Arts, circa 1949-1963

- 26.2+ Art Directors' Club of New York, circa 1954-1960
- 26.3-26.6+ Art Directors' Club of Philadelphia, circa 1942-1964
- Box 15+ Art Directors' Club of Philadelphia: medals, circa 1942-1964 [16 medals]
- 26.7+ Other awards, circa 1944-1974; includes Art Directors Club of New Jersey, International Advertising Association, Journal of Communication Art and Design, Deco Press, Photo Engravers Board of Trade of New York, Printing Industries of America, Printing Week, Society of Typographic Arts.
- 26.8+ Type Directors Club, circa 1957-1960

**Subseries E. Organizations and conferences, circa 1955-1972**

*Scope and content: Contains brochures, posters, catalogs.*

*Arrangement: Chronological.*

- 9.4 International Design Conference, 1955; list of invitees.
- 9.5 Alliance Graphique Internationale: *Art et Publicite dans le Monde*, 1955; includes *Graphis* (58<sup>a</sup>), exhibit brochure [5 copies].
- Drawer *Typography U.S.A.*, 1959; poster for *What is New in American Typography?* conference. [2 copies]
- 9.6 *Typography U.S.A.: What is New in American Typography?*, 1959; conference brochure. [3 copies]
- 9.7 Alliance Graphique Internationale, circa 1961-1972; exhibit catalogs, membership lists, minutes.
- Drawer *These are sixty-five self portraits*, 1966; poster for first AGI exhibition in United States. [2 copies]

**Series III. Photographic records, circa 1918-1973, undated**

**Subseries A. Client work, circa 1942-1970, undated**

*Scope and content: Contains images of client publications. Materials are b/w unless noted otherwise. A "+" sign indicates oversize material.*

*Arrangement: Alphabetical by client.*

- 11.1 Alliance Graphique Internationale, 1955, 1961; Leibowitz displays at Paris and Milan exhibitions; Leibowitz with Jean Carlu at Will Burtin display; attendees. [photos, color transparency]
- 27.6+ Chanel, circa 1945-1960; ad. [color transparency]
- 11.2 Circus, circa 1942-1949; poster. [transparency]
- 11.3 Container Corporation, circa 1940-1945; *Supplies to our fighting men....* [transparency]
- 11.4 Geigy, undated; Tofranil ad. [color transparencies]
- 11.5-11.7 General Dynamics, 1966; film titles, script description. [color transparencies]
- 11.8-11.9 Graflex, undated; camera, exhibit model. [color, b/w photos; color transparencies]
- 11.10-11.11 Gulf + Western, circa 1960-1970; corporate identity program presentation slides and notes. [color slides, some unmounted]
- 27.7+ IBM, undated; ad: *The Heavenly Way to Do All*. [color transparencies, negative]
- 11.12 Johnson and Johnson, undated; Adaptic packaging. [color transparency]
- 11.13 Metro Goldwyn Mayer, circa 1956; *Bhowani Junction* movie poster. [color transparency]
- 12.1 National Drug Company, 1956; Acth paperweight cube. [b/w, color photos; color transparencies; negative]
- 12.2 Paramount Pictures, undated; logo. [color transparencies]
- 12.3 Red Cross, 1954; *Give* poster. [color transparencies; negative]
- 12.4 Sharp and Dohme, circa 1940-1960; Protein for Structure ad, Leibowitz and exhibit. [b/w, color photo; color transparency; negative]
- 12.5 Spalding, 1949; golf ad. [negative]
- 12.6 Tastykake, 1949; poster. [color transparency]



- 27.8+ *Time*, 1970; June 22, 1970 Canadian edition cover images. [color photos and transparencies]
- 12.7 TWA, circa 1942-1949; ads. [transparencies]
- 12.8-12.9 "Works," circa 1942-1970; includes Caedmon, Caltex, Chanel, Container Corporation, Geigy, General Dynamics, Geometry, *Gebrauchsgraphik*, Gulf + Western, IBM, Otis, Philip Morris, logos. [b/w, color slides]

**Subseries B. Personal, circa 1918-1973, undated**

*Scope and content: Contains images of artwork, family, friends, associates, other artists, and home in Rydal, Pennsylvania. A "+" sign indicates oversize material.*

*Arrangement: Alphabetical by subject.*

- 12.10 Artwork, undated; paintings, Leibowitz with paintings. [color transparencies, slides]
- 12.11 David and Naomi Savage, circa 1950-1965; includes Mike Truppin. [photos]
- 12.12 Frank Lloyd Wright, 1954; Leibowitz with Wright and Rabbi Mortimer Cohen. [photos]
- 12.13 Harry Bertoia, circa 1960-1970; Bertoia, Bertoia's daughter, Jan Leibowitz, Matthew Leibowitz, Bertoia paintings and sculpture. [b/w, color photos] [photographer: Naomi Savage]
- 12.14-12.15 House: albums, circa 1950-1965 [3 albums]
- 12.16 House: exterior, circa 1950-1965 [photos, negatives]
- 13.1 House: interior, circa 1950-1965; kitchen, office, bedroom, living room. [b/w, color photos; slides; negatives]
- 13.2 Jan Leibowitz, 1963, undated; daughter. [b/w, color photos; negatives] [photographer: Naomi Savage]
- 13.3 Julian Levi, 1953 [photos, negatives]
- 13.4 Lynn Leibowitz, undated; daughter [b/w, color photos; tear sheet] [photographer: Naomi Savage]

- 27.1-27.3+ Man Ray and Marcel Duchamp, 1963; with Matthew Leibowitz; photo collage; photo album: "Matt & Man." [photos] [photographer: Naomi Savage]
- 13.5 Matthew Leibowitz: childhood, circa 1918-1925; with parents. [photos]
- 13.6 Matthew Leibowitz: "1940s," circa 1940-1950; portraits. [photos]
- 13.7 Matthew Leibowitz: other, circa 1954; with Miss Pennsylvania; with Naomi Savage in New Hope. [photos, negative]
- 27.4+ Matthew Leibowitz: oversize, circa 1950-1960; portraits, at desk.. [photos]
- 13.8 Matthew Leibowitz: portraits, circa 1951-1963 [b/w, color photos; color transparency; negative]
- 13.9 Matthew Leibowitz: tennis, 1965; with Sue Hofkin, ? Greenfield, Art Rogers. [photos]
- 13.10 Matthew Leibowitz: track, 1934; high school cross country team. [photos]
- 13.11 Matthew Leibowitz: working, circa 1951-1960 [b/w, color photos; negatives]
- 27.5+ Other people, 1960, undated; includes Budd Schulberg; David Rose; John F. Kennedy campaigning at Willow Grove; unknown. [photos] [photographer: Naomi Savage]
- 13.12 Rose Leibowitz, circa 1918-1943; mother. [photos]
- 13.13 Savignac, 1955; in Paris; with Matthew and Selma Leibowitz in Princeton. [photos, negatives]
- 13.14 Selma Leibowitz, circa 1925-2000; wife. [b/w, color photos]
- 13.15 Ted Thomas, 1962, 1973 [b/w, color photos]

**Series IV. Biographic records, circa 1917-1977, undated**

*Scope and content: Mainly consists of correspondence, obituaries, blueprints/records of Leibowitz home, and paintings.*

**Subseries A. General biographic records, circa 1917-1977, undated**

*Scope and content: Contains correspondence, obituaries, clippings, and records on the Leibowitz home in Rydal, Pennsylvania.*

*Arrangement: Alphabetical by subject.*

- 9.8 Clippings, 1948, 1956, undated; regarding home in Rydal, Pennsylvania, sister [?], apartment fire.
- 9.9 Correspondence, circa 1960-1977, undated; includes Ted [Edmond] Thomas, daughters Jan and Lynn.
- Box 14 Embosser, undated; Leibowitz imprint.
- 9.10-9.11 House: Rydal, Pennsylvania, circa 1949-1952; includes architect agreement, receipts, correspondence for house at 929 Frog Hollow Road.
- Drawer House blueprints: Rydal Pennsylvania, 1951; includes residence overview, garage elevations, heat and ventilation, cabinets, desk. [set of 6]
- 9.12 Jan Tschichold, 1957; includes correspondence from Joseph Blumenthal, Noel Martin, *Modern Graphic Design No. 2: The Typography of Jan Tschichold*.
- 26.9+ John Locke, undated; sketch by John Andres Francois.
- 9.13 Obituaries, 1974; clippings.
- 10.1-10.3 Stationery, undated; includes Leibowitz letterhead, envelopes, business cards. [3 folders]
- 20.3+ Unknown film, undated; film is labeled "Aspen magazine duplicate." [8 mm on reel]
- 10.4 Vital records, 1917, 1943, 1955; includes birth certificate, birth affidavit, marriage license.

**Subseries B. Artwork, 1969, 1971, undated**

*Scope and content: Contains paintings, works on paper, and one sculpture. Untitled works could possibly be part of either of 2 series: Geoma or Spectra. Measurements are given for framed works only. See archivist for images of artwork and sculpture.*

*Arrangement: Alphabetical by title/subject.*

- Art "Circular: Living Room," undated [acrylic on canvas, 44 x 44"]
- 10.5 "Color sketches for Geoma, Spectra series," undated; gouache [?] on paper. [9 paintings]
- Art *Geoma 2*, undated [acrylic on canvas, 44 x 44"]
- Art *Geoma 4*, undated [acrylic on canvas, 44 x 44"]
- Art *Geoma 5*, undated [acrylic on canvas, 44 x 44"]
- Art *Geoma 6*, undated [acrylic on canvas, 44 x 44"]
- Art *Geoma 8*, undated [acrylic on canvas, 44 x 44"]
- Art *Geoma 9*, undated [acrylic on canvas, 44 x 44"]
- Art *Geoma 10*, undated [acrylic on canvas, 44 x 44"]
- Art *Geoma 11*, undated [acrylic on canvas, 64 x 48"]
- Art *Geoma 11* [copy 2], undated [33 x 25"]
- Art *Geoma 12*, undated [acrylic on canvas, 32 x 62"]
- 10.6 Other artwork, 1969, 1971; Max Bill exhibit catalog, *Geoma* notecard.
- Art Sculpture, undated; multicolor lucite geometric sculpture. [14" H x 17" L x 13 1/2" W]
- 32.1-32.4+ Set 1, undated; gouache [?] on paper. [38 paintings]
- 32.5-32.7+ Set 2, undated; includes *Geoma 1*, *Geoma 7*, *Geoma 10*, *Geoma 12*, *Spectra 1*, *Spectra 2A*, *Spectra 3*: gouache [?] on paper. [45 paintings]
- 32.8+ Set 3, undated; gouache [?] on paper, pencil star sketch. [5 paintings, 1 sketch]
- Art *Spectra 1*, undated [acrylic on canvas, 44 x 44"]
- Art *Spectra 2*, undated [acrylic on canvas, 44 x 44"]
- Art *Spectra 3*, undated [acrylic on canvas, 44 x 44"]

Art           Untitled [squares], undated [acrylic on canvas, 44 x 44"]

32.9+        Untitled [black "helix" and triangle], undated; acrylic [?] on paper. [2 paintings]

Art           Untitled [circles], undated [26 x 20"]

Art           Untitled [diagonal stripes], undated [acrylic on canvas, 29 x 29"]

Art           Untitled [dominos], undated [29.75 x 29.75"]

Art           Untitled [letters], undated [29.5 x 29.5"]

Art           Untitled [stripes], undated [44 x 44"]

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## **Search Terms**

### **Authors**

600 Leibowitz, Matthew, 1918-1974  
600 Savage, Naomi, 1927-

### **Subject terms**

600 Leibowitz, Matthew, 1918-1974  
650 Commercial art  
650 Commercial artists—United States—History—20<sup>th</sup> century  
650 Designers—United States—History—20<sup>th</sup> century  
650 Graphic arts—United States—History—20<sup>th</sup> century  
650 Graphic artists—United States—History—20<sup>th</sup> century

### **Genre terms**

655 advertisements  
655 blueprints (reprographic copies)  
655 color transparencies  
655 correspondence  
655 photographs  
655 slides (photographs)  
655 stats (copies)  
655 tear sheets