

Guide to the Winterhouse Art and Design Collection of Pentagram Ephemera

ART 19



Compiled by Melissa Quinones

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Arts Library Special Collections

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New Haven, CT 06511

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Collection Overview

REPOSITORY: Robert B. Haas Family Arts Library Special Collections
Arts Library Special Collections
180 York Street
New Haven, CT 06511
203-432-1712
haasalsc@yale.edu
<https://web.library.yale.edu/arts/alsc>

CALL NUMBER: ART 19

CREATOR: Drenttel, William, 1953-2013

TITLE: Winterhouse Art and Design collection of Pentagram ephemera

DATES: 1975-2012

BULK DATES: 1990–2000

PHYSICAL DESCRIPTION: 1.25 linear feet (1 box)

LANGUAGE: English

SUMMARY: The collection consists of a variety of pamphlets, booklets, and other ephemera designed by Pentagram.

ONLINE FINDING AID: To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/arts.art.0019>

Requesting Instructions

To request items from this collection for use on site, please use the request links in the HTML version of this finding aid, available at <https://hdl.handle.net/10079/fa/arts.art.0019>.

Key to the container abbreviations used in the PDF finding aid:

- b. box
- f. folder

Administrative Information

Immediate Source of Acquisition

Gift of William Drenttel and Jessica Helfand, 2013.

Conditions Governing Access

The materials are open for research.

Conditions Governing Use

Copyright has not been transferred to Yale University.

Preferred Citation

Winterhouse Art and Design Collection of Pentagram Ephemera, Robert B. Haas Family Arts Library, Yale University.

Biographical / Historical

Pentagram is an independent design firm owned and operated by 19 partners. Their offices are located in London, New York, San Francisco, Berlin, and Austin. The firm's projects include architecture, interiors, products, identities, publications, posters, books, exhibitions, websites, and digital installations.

Reference: <http://www.pentagram.com/>

Scope and Contents

The collection consists of a variety of pamphlets, booklets, and other ephemeral publications designed and produced by Pentagram (or Pentagram partners).

Arrangement

Organized into five series: I. Pentagram Papers, 1975-2012. II. Pentagram Projects. III. Pentagram Designers' Catalogues. IV. Pentagram Holiday Greetings, 1977-2008. V. Pentagram and Partners Miscellany, 1986-2000.

Collection Contents

Series I: Pentagram Papers, 1975-2012

Pentagram Papers is a series privately published by the Pentagram firm since 1975.

Arranged chronologically according to the sequential numbering. The set is incomplete.

b. 1, f. 1	Pentagram Papers 1: ABC A Dictionary of Graphic Cliches <i>2 Items</i> The folder also includes an article about the <i>Pentagram Papers</i> series by Kathleen Reinmann and published in <i>I.D. Magazine</i> , April 2001.	[1975]
b. 1, f. 2	Pentagram Papers 3: Brushes and Brooms	[1976]
b. 1, f. 3	Pentagram Papers 4: Face to Face	[1977]
b. 1, f. 4	Pentagram Papers 12: Olivier Mourgue's Little Theatre of Design	[1985]
b. 1, f. 5	Pentagram Papers 13: Imprimeries Clandestines	[1986]
b. 1, f. 6	Pentagram Papers 14: Stars & Stripes <i>2 copies</i>	[1987]
b. 1, f. 7	Pentagram Papers 15: Through the Window	[1985]
b. 1, f. 8	Pentagram Papers 16: Kingswalden Notes	[1989]
b. 1, f. 9	Pentagram Papers 17: The Many Faces of Mao	[1989]
b. 1, f. 10	Pentagram Papers 18: Skeleton Closet <i>2 copies</i>	[1990]
b. 1, f. 11	Pentagram Papers 19: Purple, White and Green	[1992]
b. 1, f. 12	Pentagram Papers 20: Architecture	[1993]
b. 1, f. 13	Pentagram Papers 21: Crop Circles	[1993]
b. 1, f. 14	Pentagram Papers 22: Architectural Toys <i>2 copies</i>	[1995]
b. 1, f. 15	Pentagram Papers 23: Cigar Papers	[1995]
b. 1, f. 16	Pentagram Papers 24: The Arms of Paris <i>2 copies</i>	[1996]
b. 1, f. 17	Pentagram Papers 25: Souvenir Albums <i>2 copies</i>	[1996]
b. 1, f. 18	Pentagram Papers 26: On Pride and Prejudice on the Arts	[1997]
b. 1, f. 19	Pentagram Papers 26: Nifty Places: The Australian Rural Mailbox	[1998]
b. 1, f. 20	Pentagram Papers 28: Of Money and the Divine <i>2 copies</i>	[2000]
b. 1, f. 21	Pentagram Papers 29: Savoy Lights	[2000]

b. 1, f. 22	Pentagram Papers 30: Learning from Wildwood, New Jersey	[2001]
b. 1, f. 23	Pentagram Papers 31: Hinagata; Kimono Pattern Books	[2002]
b. 1, f. 24	Pentagram Papers 41: WTC	[2011]
b. 1, f. 25	Pentagram Papers 42: Cowboy Poetry	[2012]

Series II: Pentagram Projects

This series contains small-format books and ephemera published by the Pentagram firm. The publications reproduce examples of Pentagram design work and are organized by type of project.

Arranged alphabetically by title.

b. 1, f. 26	Pentagram Architecture	undated
b. 1, f. 27	Pentagram Identities	undated
b. 1, f. 28	Pentagram Identities	undated
b. 1, f. 29	Pentagram Marks <i>2 copies</i>	undated
b. 1, f. 30	Pentagram Marks	undated
b. 1, f. 31	Pentagram: Marks; 400 Symbols and Logotypes	2008
b. 1, f. 32	Pentagram Packaging	undated
b. 1, f. 33	Pentagram Signs	undated

Series III: Pentagram Designers' Catalogues

This series contains ephemera that highlight specific Pentagram designers. Each catalogue reproduces examples of the designer's work and provides brief biographical information.

Arranged alphabetically by designer's last name.

b. 1, f. 34	Apicella, Lorenzo	undated
b. 1, f. 35	Brunner, Robert	undated
b. 1, f. 36	The Product Designs of Kenneth Grange of Pentagram	undated
b. 1, f. 37	Greiman, April <i>2 copies</i> Each pamphlet also includes a computer disc with motion graphics.	undated
b. 1, f. 38	Gutiérrez, Fernando	undated
b. 1, f. 39	Hyland, Angus	undated
b. 1, f. 40	Miller, J. Abbott <i>2 copies</i>	undated
b. 1, f. 41	Opara, Eddie	undated
b. 1, f. 42	Stout, D. J. <i>2 copies</i>	undated

Series IV: Pentagram Holiday Greetings, 1977-2008

This series contains booklets published by the Pentagram firm as holiday greetings.

Arranged chronologically by date of publication.

b. 1, f. 43	Cocktails	1977
b. 1, f. 44	Six Domino Puzzles	1987
b. 1, f. 45	Mnemonics	[1990]
b. 1, f. 46	Mystery Objects	[1991]
b. 1, f. 47	L'Enfance De La Cuisine Illustrations by Eve Chwast. Printed by Ascensius Press.	[1992]
b. 1, f. 48	First Draw Your Circle	1993
b. 1, f. 49	How Good is Your Taste?	1994
b. 1, f. 50	The Press-Man's Hat	[1995]
b. 1, f. 51	Six Tunes for Eight Wine Bottles <i>2 copies</i>	[1996]
b. 1, f. 52	A L for Bet	1997
b. 1, f. 53	Ladle Rat Rotten Hut Story by H. L. Chase. Printed by The Stinehour Press.	[1998]
b. 1, f. 54	Crossword	1999
b. 1, f. 55	All the King's Horses	2000
b. 1, f. 56	Why Do You Say That?	[2001]
b. 1, f. 57	Fitting Words	[2002]
b. 1, f. 58	Alpha to Zulu	[2005]
b. 1, f. 59	The Alphabet: A Critical Assessment	[2006]
b. 1, f. 60	Decipher	[2007]
b. 1, f. 61	A Number of Numbers <i>2 copies</i>	[2008]

Series V: Pentagram and Partners Miscellany, 1986-2000

Arranged alphabetically by title.

b. 1, f. 62	"Battle of Britain Monument" Crosby, Theo Guedes, Pedro Sandle, Michael, 1936- Design by Pentagram.	1987
b. 1, f. 63	"A Child's Treasury of Smart-Ass Remarks" Gilbert Paper Design by Michael Bierut / Pentagram.	1992
b. 1, f. 64	"Childhood Fantasies" Champion Papers Design by Pentagram, New York.	1991
b. 1, f. 65	"A Guide to the New York City Design Scene" Steelcase Inc. Drawings by Mel Calman. Design by Pentagram.	undated
b. 1, f. 66	"In the Long Run..." Harold Burch Design	undated
b. 1, f. 67	"K9" Pirtle Design	1986
b. 1, f. 68	"Let's Build a Monument" Crosby, Theo Design by Pentagram.	1987
b. 1, f. 69	"Stripes & Stars: A Graphic History of an American Icon" Hinrichs, Kit Catalog for exhibition hosted at AIGA National Design Center. Design by Pentagram Design.	2000
b. 1, f. 70	"Twenty-Six Letters by Twelve Characters" <i>2 copies</i> Champion Papers Includes contributions by Michael Bierut, Paula Scher, and Woody Pirtle. Portfolio of cards represents silkscreened posters from the International Design Conference in Aspen, June 1995.	1995

Selected Search Terms

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

Subjects

Commercial art
Design

Corporate Body

Pentagram Design

Contributors

Drenttel, William, 1953-2013
Helfand, Jessica
Pentagram Design