

FINDING AID

## Tony Palladino Collection

Milton Glaser Design Study Center and Archives  
Visual Arts Library  
380 Second Avenue, Second Floor  
New York, NY 10010

*phone* 212 592 2636  
*fax* 212 592 2655  
*email* [bkleber@visualartsfoundation.org](mailto:bkleber@visualartsfoundation.org)  
Copyright © 2010 Milton Glaser Design Study Center and Archives. All rights reserved.  
Finding aid prepared by Zachary Sachs.

DESCRIPTIVE SUMMARY

*abstract* Tony Palladino Chwast Collection comprises 79 posters, 60 original works of art, 33 periodicals, numerous tearsheets, and several hundred color positive slides.  
*dates* 1948–2007  
*extent* Fifteen linear feet

BIOGRAPHICAL NOTE

Tony Palladino was born in East Harlem in 1930 to Italian immigrant parents. In 1946 he enrolled in the High School of Music & Art, where he took classes in art, sculpture, typography and design and first made the acquaintance of future collaborators Bob Gill and George Lois. By 1949 he was studying with Mark Rothko and Robert Motherwell, but military service interrupted his endeavors, and he did not return to the graphic arts until 1953.

Palladino's first major commercial work was comprised of book jackets he designed as a freelancer, largely for publishers Simon & Schuster, Knopf, Doubleday and Little Brown. It was in this period that he first started to exhibit the witty, graphically austere and conceptual style that would later become associated with him. A typical example is the jacket design for the Robert Bloch novel *Psycho*. Neatly-set sans serif text spelling the title is torn lengthwise, as if a piece of paper, suggesting both violence and dissociation. When the advertising firm J. Walter Thompson was hired to produce the promotional materials for the Alfred Hitchcock adaptation of the book two years later, they simply purchased Palladino's design outright and cast it as the logotype on all of the movie's promotional materials.

In the sixties, Palladino moved closer to the center of the New York design world. In those years he shared a studio space with R.O. Blechman; studied at Yale with designers including Robert Brownjohn and Ivan Chermayeff, with whom he would maintain long and fruitful relationships; and was hired by George Lois as an art director at his firm, Papert, Koenig, Lois Advertising. Though his work in this period was comprised mostly of promotions, identity design, and advertising, he also continued to experiment in different media. In 1965, a curved aluminum lamp he designed was accepted into the collection at the Museum of Modern Art in New York.

Palladino's teaching career began in 1958, when Bob Gill recommended him to Silas Rhodes, and he was invited to teach advertising design at the School of Visual Arts. A year later, he designed a subway poster for the school, which depicted a paint-by-numbers ballerina loosely overpainted in oil with a flower pot – a poster that would remain one of the favorites of the long and successful SVA subway poster series and also a tidy visual summary of Palladino's outspoken views about originality and creative expression.

Since then, Palladino has continuously taught at the School of Visual Arts, and exhibited his work widely. In 1985, he held a one-man retrospective exhibit at the Visual Arts Gallery, and was exhibited again in 1999, as a recipient of SVA's Masters Series award. He has also been featured by the International Design Conference Aspen, inducted in the New York Art Directors Club Hall of Fame, received awards from the American Institute of Graphic Arts and the Type Directors Club, and is included in several permanent museum collections around the world, including the Museum of Modern Art in New York; the San Marino Museum of Art, in Italy; and the Thessaloniki Design Museum, in Greece. He lives in New York City.

#### SCOPE AND CONTENT

The Tony Palladino Collection is composed of original art, printed materials including posters, slides, books and related papers. There is also one box containing collections of Palladino that do not directly relate to his work, which is not part of a series but is described in greater detail in "Miscellaneous."

#### RESTRICTIONS

This collection is open for research.

#### OWNERSHIP AND COPYRIGHTS

The Tony Palladino Collection is the physical property of the Milton Glaser Design Study Center and Archives. Copyrights for many of the materials in the collection are owned by Tony Palladino, while other copyrights are held by corporate or institutional clients. For further information on whom to contact to obtain permission to publish or reproduce, contact the archivist.

ADMINISTRATIVE INFORMATION

*provenance* The Tony Palladino Collection was acquired as a gift from Tony Palladino.  
*citation* Tony Palladino Collection, [series. Item]. Milton Glaser Design Study Center and Archives, Visual Arts Foundation, New York.

SERIES I: ORIGINAL ART

SUBSERIES A: WORKS ON PAPER

- 1 1 Anxiety: A Way Of Seeing. Ink on paper. 1989
- 1 2 Athena Hotel. Ink on paper. 1997
- 1 3 Catania. ("Hollywood.") Gold foil, orange and white paper. 2004
- 1 4 Checkers. Marker, colored pencil, ink wash on mylar. 1982
- 1 5 Dear Friends. ("The Heart Is Wherever You Are.") Pencil on paper. 2005
- 1 6 Door. Marker on paper. 1975
- 1 7 Elisa Carrio Lilita. Pencil on paper. 2002
- 1 8 Extra Eye. Marker on paper. 1975
- 1 9 Forget Me Not. Watercolor, staples, graphite on paper. 1983
- 1 10 Go The Other Way. Colored pencil and ink on paper.
- 1 11 Greek Coin. Marker on glossy paper. 1974
- 1 12 Guys Led Around By Their Wives. Marker on ruled paper. 1982
- 1 13 I Am In Favor Of Censorship. Ink and paint on card stock. 1972
- 1 14 I'm On The Other Side Of The Rainbow. Colored pencil on paper. 1993
- 1 15 James Cagney. Charcoal on paper. 1974
- 1 16 Jello. Ink and paint on paper. 1979
- 1 17 London. Marker on paper. 1972
- 1 18 Magic of R.M. House. Oil paint on paper. 1977
- 1 19 Monument To The American Indian. Ink on paper.
- 1 20 My Hand. Ink on paper. 31 July 1989
- 1 21 Nude With Attachable Dress. Ink on paper and tissue. 1986
- 1 22 Painting. ("A Tradition Of Excellence.") Collage mounted on board. 1981
- 1 23 Peter Grimaldi. Ink on Post-It Note.
- 1 24 Politics And Poker. Charcoal on paper (reproduction)
- 1 25 Puerto-Rican American. Color paper mounted on board. 1979
- 1 26 Queensborough Bridge. Ink and wash on paper and envelope. 1993
- 1 27 Red Scare. Ink, marker and paint on paper. 1999
- 1 28 Rug # 1. Marker and crayon on paper. 1982
- 1 29 Sabrina's/South Hampton. Paint on paper. 1991
- 1 30 Sempre Avanti. Pen and marker on paper (reproduction). 2003
- 1 31 Separate Parts. Ink on paper.

- 1      32      Stories By Police Chiefs Of The World. Pencil and paint on paper.
- 1      33      There Are A Lot Of People On Earth. Ink, paint, crayon on paper. 1995
- 1      34      To Paolo With Love. Marker and collage. 2001
- 1      35      Trays Series. Marker and paint on paper. 1998
- 1      36      Who's Kidding Who. Marker on paper.
- 1      37      Workplace. Ink and colored pencil on ruled paper. 1993
- 2      1      Untitled. ("SLAIN.") ink on newsprint.
- 2      2      Untitled. (Horse.) ink on paper.
- 2      3      Untitled. (Woman's face.) Watercolor on paper. 1984
- 2      4      Untitled. (Man and plants.) Ink and wash on paper. 1984
- 2      5      Untitled. (Orange and yellow bell peppers.) Pencil and wash on paper.
- 2      6      Untitled. (Man with glasses.) Pencil and wash on paper.
- 2      7      Untitled. ("Happy anniversary," with portrait.) Ink on ruled paper.
- 2      8      Untitled. (Roses on black.) Ink and marker on paper.
- 2      9      Untitled. (Dinner party line drawing.) Ink on paper.
- 2      10      Untitled. (Man wrestling bull.) Charcoal on paper.
- 2      11      Untitled. ("Incurable indigestion of Aunt Gegia.") Charcoal and wash on paper.
- 2      12      Untitled. (Woman with camera.) Ink on paper.
- 2      13      Untitled. (Conquistadores.) Scratchboard.
- 2      14      Untitled. (Man in hat.) Ink and wash on paper.
- 2      15      Untitled. (Flower in vase.) Paint on board.
- 2      16      Untitled. ("Suggested Halloween cover.") Marker on paper. 2005
- 2      17      Untitled. (Horse .) Ink on ruled paper.
- 2      18      Untitled. (Street scene with cutout.) Ink on paper mounted on board.
- 2      19      Untitled. (Profile of man in peaked cap.) Pencil on paper.
- 2      20      Untitled. ("Interior and exterior painting Tal Ludivico.") Colored pencil on paper cut-out.
- 2      21      Untitled. (Man in tie and fedora.) Ink on paper.
- 2      22      Untitled. ("Drawing straight lines to reveal the emotion.") Ink and collage.
- 2      23      Untitled. ("NYC.") Colored pencil, marker, ink on collaged paper. 1978
- 2      24      Untitled. (Red flower.) Pigment on paper. 1988/1992
- 2      25      Untitled. (Potted plant.) Ink and wash on paper.
- 2      26      Untitled. ("Ship marked 'Sabrina.'") Pen and collage on paper. 1960
- 2      27      Untitled. (Corkscrew.) Graphite on paper.
- 2      28      Untitled. (Family scene.) Pencil on board and reproductions.

- 2 29 Untitled. (Portrait of woman in glasses.) Pencil on paper.
- 2 30 Untitled. ("Experiment," composition with birds in beige and grey.) Paint on letterhead paper.
- 2 31 Untitled. (Dance scene.) Graphite and paint on paper.
- 2 32 Untitled. (Bouncing globe.) Marker on ruled paper. 1971
- 2 33 Untitled. (Decorated envelopes.) Marker, collage, paint on paper.
- 2 34 Untitled. ("Experimental.") Ink and marker on paper. 1960
- 2 35 Untitled. (Landscape.) Paint and colored pencil on paper.
- 2 36 Untitled. (San Marzano tomatoes.) Marker and paint on paper.
- 2 37 Untitled. (View of street from rooftop.) Marker on paper.
- 2 38 Untitled. (Cupid and arrows.) Collage and marker on paper. 1990
- 2 39 Untitled. (Police and man.) Paint and graphite on paper.
- 2 40 Untitled. ("Champagne vintage 1952.") Pencil and collage on paper.
- 2 41 Untitled. (New York pool.) Ink on paper. 1990
- 2 42 Untitled. (Face on clock.) Marker on wax paper. 2000
- 2 43 Untitled. (Still life with watch.) Paint and pencil on paper. 1993
- 2 44 Untitled. (Legs.) Scratchboard (reproduction)
- 2 45 Untitled. (Buildings.) Ink on paper.
- 2 46 Untitled. (Gold foil.) Gold foil and marker on glossy paper. 1985
- 2 47 Untitled. (Composition on a cover of the New Yorker.) Paint on jigsaw cutouts mounted on glossy paper. 2001
- 2 48 Untitled. Paint and colored pencil on paper (reproduction). 1978
- 2 49 Untitled. ("Tuscany lasers"" reproductions of paintings.) Watercolor on paper (reproduction). Ca 1986
- 3 1 Airmail. (Envelopes in ink and acrylic.) 1981
- 3 2 Black and Blue. Crayon. 1990
- 3 2 Study for Black and Blue. Ink and pencil. 1990
- 3 3 Changes. (Taxi.) Acrylic on board. 1984
- 3 4 Christmas. Crayon and paint. 15-Jul-84
- 3 5 David Enock. (Portrait.) Charcoal. 1982
- 3 6 The Family #4. Charcoal. 1984
- 3 6 Study for The Family #4
- 3 7 Enock St Martin. (Portrait.) Charcoal. 1985
- 3 8 Fashion. ("Fashion is like a pilot fish.") pencil and acrylic.
- 3 9 Fat America. Scratchboard. 1968
- 3 10 Florida. ("Florida - Florida / Tuscany.) colored pencil.

3 11 Flowers Fly. Watercolor. 1981

3 12 Gangsters + Soldiers. Pencil and marker. 30-Jan-80

3 13 I Have A Yen To Buy. ("Experimental 4 Japanese businessmen.") Ink on paper.

3 14 Ischia. (Seascape.) Watercolor. 1991

3 15 Italian-American. Acrylic and emboss. 1999

3 16 Leopard and the Rainbow. ("Story and Pictures by Tony Palladino and Nicky Nichtern.") mixed media.

3 17 Madrid 1958. Watercolor on paper. 1958

3 18 Rivers of Vincenza. Pencil and marker. 1968

3 19 St Maarten (landscape). Colored pencil. 1985

3 20 Thugs And Generals. ("Series 1.") Marker and acrylic.

3 21 Wefreegive. (Utopian schema.) Marker and acrylic wash.

3 22 Untitled. ("1971 The American Revolution Is Over.") 1971

3 23 Untitled. ("Experimental.") Candle and objects. 1996

3 24 Untitled. ("I killed four wasps Tuesday.")

3 25 Untitled. ("szoot nyc?") Colored pencil. 1968

3 26 Untitled. Acrylic? on paper.

4 1 Untitled. (Airplane?.) Colored pencil. 1985

4 2 Untitled. (Uncle Sam and wars.) Colored pencil editorial cartoon.

4 3 Untitled. ("Peace": soliders' uniforms, diptych in four panels.) Watercolor on printed board. 1980

4 4 Untitled. (Addressed to Tony and Margaret Fodole.) Acrylic on envelope. 1981

4 5 Untitled. ("Buy 1 get 1 free.") Marker on paper.

4 6 Untitled. (Kitchen utensils.) Marker on paper.

4 7 Untitled. (Bugs in the city.) Pencil on paper. 1972

4 7 Untitled. (Bug and shoe.) Pencil on paper. 1972?

4 8 Untitled. (Horses.) Pencil on paper.

4 9 Untitled. (Headlamp?.) Photograph of a reflective surface. 1970

4 10 Untitled. (Pirate.) Reproduction.

4 11 Untitled. (Soldier on rocking horse.) Pencil and marker.

4 12 Untitled. (Table and seascape.) Watercolor and acrylic. 2000

4 13 Untitled. (Boy with jug.) Marker.

4 14 Untitled. (Cowboy.) Pencil and watercolor wash.

4 14 Untitled. (Cowboy.)

4 15 Untitled. (Figure .) Charcoal and airbrush.

4 16 Untitled. (Flowers.) Acrylic. 1984

- 4 17 Untitled. (Flowers.) Marker and colored pencil.
- 4 18 Untitled. Ink and watercolor on scissored paper.
- 4 19 Untitled. (Landscape.) Charcoal and colored pencil. 1988
- 4 20 Untitled. (Landscape.) Colored pencil. 1989
- 4 21 Untitled. (Matador.) Pencil and acrylic. 1995
- 4 22 Untitled. (Portrait.) Oil on board. 1948
- 4 23 Untitled. (Portrait.) Pencil.
- 4 24 Untitled. (Red bag .) In colored pencil.
- 4 25 Untitled. (Self-portrait.) Marker on joined blue and yellow paper. 1992
- 4 25 Untitled. (Self-portrait.) Marker on joined green and black paper. 1992
- 4 26 Untitled. (Two heads over plane.) Ink.
- 4 27 Untitled. (Uniformed man.) Marker on reverse of 'The Wedding Party' poster.
- 4 28 Untitled. (Two uniformed men and a woman.) Pencil on paper (reproduction)
- 4 29 Untitled. ("The meeting of Garibaldi and Victor Emanuel [sic].") Marker on paper (reproduction). 1981

**SUBSERIES B: SCULPTURE**

- 5 1 Blues In The Night. (Photograph of painted plate.) 1987
- 5 2 Floatilla. (Photograph of engraved metal.) 1986
- 5 3 Imagine A Park Here. (Photograph of public sign.) 1970
- 5 4 Jovan. Untitled. Photograph of a perfume bottle. 1974
- 5 5 Untitled. (Photograph of geometrical shapes in sand.)
- 5 6 Untitled. (Photograph of cherubim with wreath.)
- 5 7 Untitled. (Plastic mesh and tape on paper.) 2002
- 5 8 Untitled. (For "'Reader's Digest Book / Home Repair How-To"; "Four Pieces Of Sculpture For Executive.")
- 5 9 Untitled. (Photograph of crucifix in foil.) 1991
- 5 10 Untitled. (Photograph of metal shapes.)
- 5 11 Untitled. (Photograph of a metal figurine on a dias.)

**SUBSERIES C: COMMERCIAL ART**

- 6 1 Corinthian Broadcasting. ("The American Indian He Can't Even Go Back Where He Came From"). Pen and marker on paper. 1984
- 6 2 Gemelli restaurant. Paint, pencil on paper.

- 6 4 The Nation. Illustrations. (Charlie Chaplin.) Charcoal and graphite on board. 1951
- 6 5 New York Times. Editorial cartoon. ("HELP.") Marker on paper. 2000
- 6 6 New York Times. Editorial cartoon. (Ball and seal.) Graphite and collage on paper.
- 6 7 New York Times. Editorial cartoon. (Santa Claus.) Marker on mylar.
- 6 8 Once there was a general. (Drawing for children's book). Paint on paper. 1968
- 6 9 School of Visual Arts. The Master's Series - Ed McCabe: Strong Words. Pencil and colored pencil on paper.
- 6 10 Second Coming. (Hinged flag.) Photograph. 1952
- 6 11 Unknown. Promo for an exhibit in Sicily. Collage and colored pencil on paper envelope. 2004
- 6 12 Unknown. "Cigar." (Original study and reproduction of final poster.) Paint on paper. 1995
- 6 13 Versace. Drawing for perfume bottle. Marker on mylar. 1983
- 7 1 Art Directors Club of New York. Sketch for announcement poster. (Art Directors Hall of Fame.) Marker on paper. 1988
- 7 2 Ellen. Study for advertisement. ("What famous person uses Ellen for her hair?") Collage with glossy paper.
- 7 3 Gillette. Study for advertisement. ("Super Blue Blade.") Metallic paint on paper. 1966
- 7 4 Mobil. Graphic for promotion. (Crowd of faces for Cotton Bowl promotion.) Ink on mylar. 1990s.
- 7 5 Mobil. Promotion for track event. Scratchboard.
- 7 6 New York Production Guide. Experiments for advertisement. ("Because Time Is Money": corrected proof.) Ink on paper.
- 7 7 New York Times . (TP: "Drawing for ad, NY Times Architecture"). Pencil on paper.
- 7 8 Positano. Photograph for advertisement. (Chessboard with salt and pepper shakers.)
- 7 9 Frommer. New York On \$5 A Day . Pen on paper (reproductions). 1963
- 7 10 School of Visual Arts. Light At The End Of The Tunnel. Proofing board.
- 7 11 School of Visual Arts. Drawing for Talent Is Not Worth Much. Proofing board.
- 7 12 Strathmore [?]. Promotional booklet. ("There was once dynamite the termite.") Ink on twelve leaves of heavy stock.

SUBSERIES D: CHILDREN'S BOOKS

- 8 1 "Anthony: The Crocodile With A Glass Stomach, By Tony Palladino." (Cover page.) Watercolor and pen.
- 8 2-17 Drawings and studies for Anthony: The Crocodile With A Glass Stomach.

SERIES II: PRINTED MATERIALS

SUBSERIES A: POSTERS

- 9 1 American Bicentennial. "KIN. From The American Bicentennial To The People Of The World." 1976
- 9 2 Art Directors Club. "The 57th Annual Art Directors Club Exhibition Open To The Public." 1978
- 9 3 Brothers Fodale. "Peace." Christmas poster. 1972
- 9 4 Color Wheel Inc. "Color In The Palladino Contest." 1988
- 9 5 FDR Memorial. FDR Memorial. ("FDR words in lobby throughout base-Abe Geller architect, For FDR Memorial 1st prize, Not built, Washington, 1976.") 1976
- 9 6 Gross, Gary. Promotional poster. (Photo of mouth.) 1981
- 9 7 Local Initiatives Support Corporation. "Neighborhoods Reborn / Promises Kept." Poster and donors list card. 1998
- 9 8 † Mead Library of Ideas. POSTER USA 1960-1970. ("Magnificent.") 1971
- 9 9 Palladino, Tony. "If you want it come and get it It's going fast." Poster and card.
- 9 10 School of Visual Arts. "Chermayeff - Palladino Announcing A Course In Advertising Design to be conducted simultanously by Ivan Chermayeff and Tony Palladino." 1963
- 9 11 School of Visual Arts. "Even a great idea is only an idea until you make it real." (Hubcap as hat.) Card and reproduction.
- 9 12 School of Visual Arts. "Having A Talent Isn't Worth Much Unless You Know What To Do With It." Card and reproduction.
- 9 13 School of Visual Arts. "It's Not The Light At The End Of The Tunnel It's The Light Within."
- 9 14 School of Visual Arts. "Summer Session Day and Evening 1962." 1962
- 9 15 School of Visual Arts. "Surface / Texture / Form / Line / Color : Only Words Until An Artist Uses Them." 1965
- 9 16 School of Visual Arts. "TEN 10 Tuition-Free Full-time Scholarships." 1961
- 9 17 School of Visual Arts. (DESC: Flowers over color-by-numbers). 1959
- 9 18 Thessaloniki Design Museum. "Communication Design The client's message is fine. Interpreting it is the problem." Card and poster. 2001
- 9 19 Women's Strike For Peace. "Did you hear the one about the 3rd World War?."
- 9 20 No client. "Heaven is blessed with perfect rest but the blessing of earth is toil."
- 9 21 No client. "Rush rush rush .. Slow down and live in '57." 1957
- 9 22 No client. "Stay Nice." Christmas poster. 1989
- d 45 1 Fashion Group. "Fashion Group Inc. Presents European Couture Fall 1987." 1987
- d 45 2 International Design Conference in Aspen. Promotional system. ("The Rest Of Our Lives.") Poster, schedule, promotions. 1969
- d 45 3 Lenny. "Long poster (!&\*\$@?'"")" (TP: "Promo: Lenny the play on Bway"). 1978

- d 45 4 New York Production Guide. Yellow cab poster. 2000
- d 45 5 School of Visual Arts. "Masters Series: Tony Palladino." 1999
- d 45 6 Thessaloniki Design Museum. "Two-Man Poster Show: Tony Palladino and Milton Glaser."
- d 45 7 United Nations. "Fiftieth Anniversary: Non-Governmental Organizations." 1997
- d 45 8 † Wedding Party. The Wedding Party," a film by Wilford Leach / Cynthia Monroe / and Brian de Palma. 1975
- d 45 9 World Trade Center. "The Back Yard at the World Trade Center."

SUBSERIES B: ADVERTISEMENTS AND PROMOTIONS

- 10 1 Acme Communications. (Acme May Have Already Worked For You.)
- 10 2 American Institute of Graphic Arts. AIGA Call . (Brochure.) 1960
- 10 3 Barbados Tourist Board. Magazine advertisement. (Brochure.)
- 10 4 Bergino. Promotional mailers. (Baseball silkscreen company owned by Goldberg and TP: postcards.) 2007
- 10 5 Chalmers, Irena. Brochure. ("Irena Chalmers Is 'The Culinary Oracle.'")
- 10 6 Children's Museum Of Art. Magical Moments. (Booklet.) 2004
- 10 7 Cloud Forest School Foundation. A School With A View . (Brochure.) 2000
- 10 8 Fifth Avenue Public Library. Promotion. (Glossy sheet.)
- 10 9 Globe Runner Productions: brochure.
- 10 10 Institute Of Life Insurance. Promotion. (Brochure.) 1962
- 10 11 Irving Trust. Brochure.
- 10 12 KISS. Concert program. 1979
- 10 13 Lebenthal. CMO. (Booklet.) 1992
- 10 14 Lincoln Square Business Improvement District. Map and annual report. 2001
- 10 15 Movenpick restaurant. Promotional system. (Menu and promotional materials.) 1980
- 10 17 One Club For Art And Copy. "Call for entries," board and envelopes. 1993
- 10 18 Palladino, Lindsay. Promotional card. ("Powell / CARMEL NY / THE WINE CELLER [sic].") 1971
- 10 19 Palladino, Tony. "One picture is worth a thousand words www.tonypalladino.com."
- 10 20 Palladino, Tony. "Book jackets."
- 10 21 Palladino, Tony. "Give me work or I'll blow up your building." 1971
- 10 22 Panebianco. Bread Love + Wine Panebianco Selections. 2000
- 10 23 Phoenix House. Promotional postcard.
- 10 24 PVI / Clean Air Technologies. The PVI Platinum Vapor Injector. (Folders.) 1990
- 10 25 SANE. "Our approach to the danger in unequal to the danger." (brochure.)

- 10 26 School of Visual Arts. Art Directors Inside An Agency. (Brochure.)
- 10 27 Siegel & Gale. Loan contract. (Booklet for Citibank.) 1974
- 10 28 St. Jean Baptiste High School. Advertisement. (Booklet.) 2005
- 10 29 Stephen Gaynor School. Illustrations. (Yearbook & art for an auction.) 1998
- 10 30 Strathmore. Grandee by Strathmore. (Ad.)
- 10 31 Strathmore. Grandee by Strathmore. (Flat for ad.)
- 10 32 Westinghouse. The Soiled World. (Magazine advertisement.)
- 11 1 Air India. Advertisement.
- 11 2 Artenauta. Advertisement. (“TP: “Originally designed for Second Coming magazine 1952 ‘Crisis in America.’”) 20 March 2000
- 11 3 Association Of Independent Commercial Producers. Advertisement. 1992
- 11 4 Benson & Hedges. Advertisements. 1986
- 11 5 Bergdorf Goodman. Advertisements. 1975
- 11 6 Boeing. Advertisement. (“America Needs The Space Station.”) 3 March 1987
- 11 7 Corinthian Broadcasting. Advertisement.
- 11 8 Evan-Picone. Advertisement.
- 11 9 Globus Gateway. Advertisement.
- 11 10 Granada TV Network England. Advertisement. 1965
- 11 11 Groiler Educational Corp. Advertisement.
- 11 12 Halston. Advertisement. (“Perfume / Cologne” magazine ad.) 1963
- 11 13 Irving Werbin. Advertisement. (Paper bag and boards.) 1957
- 11 14 Japan Trade Center. Advertisement.
- 11 15 Kosta Boda. Advertisement.
- 11 16 Lafayette Park. Advertisement. (“Wouldn’t You Rather Wake Up To A Bird.”)
- 11 17 Licor 43. Advertisement. 1983
- 11 18 McGregor, Koenig, Lois, Ltd. Advertisement.
- 11 19 New York Daily News. Advertisement.
- 11 20 Papert. Advertisement.
- 11 21 Perfectos. Advertisement. 1965
- 11 22 Philip Morris. Advertisement.
- 11 23 Positano. Advertisement. (Chessboard.) 1988
- 11 24 Purina. Advertisement. 1979
- 11 25 School of Visual Arts. Advertisement. (“All things excellent are as difficult as they are rare.”)
- 11 26 Simplicity. Advertisement. (“Did you ever see one little hanger hold...”) 1963

- 11 27 Singer & Friedlander. Advertisement.
- 11 28 Wall Street Journal. Advertisement. 1977
- 11 29 WMCA Radio 57. Advertisement. ("TP: "My mom, for a poster WMCA "Turns people on.?"") N.d.
- 11 30 Unknown client. "An Important Source."

**SUBSERIES C: BOOK JACKETS**

- 12 1 Doubleday. "Achilles Heel," by Manes Sperber. 1960
- 12 2 Doubleday. "All Good Men," by Thomas J. Fleming. 1961
- 12 3 Simon and Schuster. "All The Way Down: The Violent Underworld of Street Gangs," by Vincent Riccio and Bill Slocum. 1962
- 12 4 Little Brown. "Art of the Faker, The: 3000 Years of Deception," by Frank Arnau. 1959
- 12 5 Simon and Schuster. "Blind Man's Mark," A Novel By Bruce Palmer. 1959
- 12 6 Doubleday. "Blood Of My Blood," by Richard Gambino. 1974
- 12 7 Simon and Schuster. "Breaking Up," A Novel By W.H. Manville. 1969
- 12 8 Little Brown. "Il Duce, The Life Of Benito Mussolini" by Christopher Hibbert. 1962
- 12 9 Doubleday. "Duel," A Novel By Donald Seaman. 1979
- 12 10 Inner Sanctum. "87th Precinct," by Ed McBain. 1959
- 12 11 Simon and Schuster. "End Of The Night," by John D. MacDonald. 1959
- 12 12 Simon and Schuster. "End Of The Night," by John D. MacDonald. (Flats.) 1959
- 12 13 Frommer / Pasmarter. "Far From The City Of Class," by Bruce Jay Friedman. 1963
- 12 14 Inner Sanctum. "Fire Trap," by Owen Cameron. 1958
- 12 15 Simon And Schuster. Four Screenplays of Ingmar Bergman. 1960
- 12 16 Harcourt, Brace & Company. "Free Fall," A Novel By William Golding. 1959
- 12 17 Inner Sanctum. "How Hard To Kill," by Thomas Dewey. 1963
- 12 18 Eyre and Spottiswoode. "How Much," by Burt Blechman. 1963
- 12 19 Harcourt, Brace and Company. "Hussar, The. Gregor Von Rezzori." 1959
- 12 20 Alfred A. Knopf. "Identity of Dr. Frazier, The," by George Sklar. 1961
- 12 21 Crime Club. "Inspector Maigret And The Burglar's Wife," by Simenon. 1957
- 12 22 Simon And Schuster. "Its Ugly Head, Derek Monsey." (Board.) 1959
- 12 23 Inner Sanctum. "King's Ransom," by Ed McBain. 1959
- 12 24 William Morrow & Company. "Knave Of Hearts," by Dell Shannon. 1962
- 12 25 Inner Sanctum. "Lunatic Time," by John Roeburt.. 1956
- 12 26 KLM/Frommer. "New York On \$5 A Day," by Joan Feldman and Norma Ketay. (Printed interior illustrations.) 1964

- 12 27 Inner Sanctum. "Night Of The Kill," by Breni James. 1961
- 12 28 Harper. "Our Last Family Countess," Antonion Barolini. 1961
- 12 29 Little, Brown and Co. "Pacifiers, The: The Six Symbols We Live By," by Mack Hanan. 1960
- 12 30 Crime Club. "Pack Of Lies," by Gordon Ashe. 1958
- 12 31 Inner Sanctum. "Psycho," by Robert Block. 1959
- 12 32 Dell. "Step Beyond Innocence, A. Novel By Nora Johnson." (printed.) 1962
- 12 33 Dell. "Step Beyond Innocence, A. Novel By Nora Johnson." (board.) 1962
- 12 34 Inner Sanctum. "Thief In The Night, A," by Thomas Walsh. 1962
- 12 35 Doubleday / Dolphin. "UFO Handbook, The," by Allan Hendry. 1979
- 12 36 Inner Sanctum. "View Of Violence," by William Campbell Gault. 1961
- 12 37 Doubleday. "Weapons: The International Game Of Arms Money And Diplomacy," by Russell Warren Howe. 1980
- 12 38 Simon And Schuster. "Why I Am Not A Christian," by Bertrand Russell.
- 13 1 Unknown client. "New Dimensions In Research."
- 13 2 Doubleday. "Fighters," Photographs by George Bennett, Text by Pete Hamill." 1978

**SUBSERIES D: RECORD SLEEVES**

- 13 3 Unknown client. Wizard of Oz and Other Harold Arlen Songs.
- 13 4 Westminder Records. "Haydn: String Quartet in G major, Op. 76 No. 1 String Quartet in D Minor, Op. 76 No. 2 Vienna Konzerthaus Quartet."

**SUBSERIES E: PERIODICALS**

- 14 1 Acro. Number 3. May 1997
- 14 2 AD. Number 18. 2001
- 14 3 Audience. West of California: A Visit with the Marlboro Man by Frank Bergon. N.d.
- 14 4 Harper's Bazaar. Illustrations. 15 March 1962
- 14 5 Nation, The. Illustrations: Charlie Chaplin. (Illustrations of Charlie Chaplin.) Reproduction.
- 14 6 Nation, The. Illustrations. 18 April 59
- 14 7 New York Times. "Clinton's Medicare Mistake." 8 December 1997
- 14 8 New York Times. "Russia's Deadly Expertise." 27 March 1998
- 14 9 TV Guide. "The Detectives Starring Robert Taylor," advertisement. 1959
- 14 10 Trade With Italy. Espresso 1988. March/April 1989.
- 14 11 Second Coming Magazine. Crisis Of Freedom.

14	12	Second Coming Magazine. The Eichmann Trial And The Rule Of The Law. March 1962.
14	13	Second Coming Magazine. The Eichmann Trial And The Rule Of The Law. (Board.) March 1962.
15	1	Architectural & Engineering News. No title [Drawing of cubes]. November 1960.
15	2	Architectural & Engineering News. No title [Drawing of cement truck]. March 1961.
15	3	Architectural & Engineering News. No title [Wallpapers]. September 1961.
15	4	Architectural & Engineering News. No title [Exit sign]. September 1961.
15	5	Architectural & Engineering News. School Costs. February 1962.
15	6	Architectural & Engineering News. AIA In Miami. May 1963.
15	7	Architectural & Engineering News. Plastics In Architecture. June 1963.
15	8 †	Architectural & Engineering News. Masonry. July 1963.
15	9	Architectural & Engineering News. Prefabricated Building Components Issue. August 1963.
15	10	Architectural & Engineering News. Building Exteriors. November 1963.
15	11	Architectural & Engineering News. No title [Christmas tessellation]. December 1963.
15	12	Architectural & Engineering News. Technology And The House. February 1964.
15	13	Architectural & Engineering News. Interiors. October 1966.
15	12 †	Architectural & Engineering News. Building Costs. August 1967.
15	15	Architectural & Engineering News. Engineering Aspects of Building Modernization. April 1961.
15	16	Brooklyn Rail. New Skool Journalism. March-April 2002
15	17	New York Sports. Vol. 2 No. 1. Fall 1983
15	18	New York Times. Caramoor Music Festival. 12 May 1995
15	19	New York Times. Iowa's Quiet Voters. 22 October 1988
15	20	New York Times. The Next President's Duty To Intervene. 13 February 2000
15	21	New York Times Magazine. The 38 Who Weigh Nixon's Fate. 28 April 1974
15	22	School of Visual Arts Bulletin. Art is. 1999

**SUBSERIES F: IDENTITIES**

16	1	Acme Communications. Identity. (Business cards, envelopes, letterhead.)
16	2	American Security Systems. Identity. (Badge, sticker, board.)
16	3	Apollo Theater. Identity. (Letterhead.)
16	4	Bellevue Hospital Center. Identity. (Envelopes, letterhead, logo.)
16	5	Bill Hudson & Associates. Identity. (Letterhead, envelopes, memos, business cards.)
16	6	Brothers Fodale. Identity. (Letterhead.)
16	7	Focus Management. Identity. (Letterhead.)

16	8	George Korn And Sons. Identity. (Business cards, letterhead.)
16	9	Geraldine Newman Communications. Identity. (Envelopes, letterhead.)
16	10	Gigli, Ormand. Identity. (Bifold card.)
16	11	Globe Runner Productions. Identity. (Envelope, letterhead.)
16	12	Ferro, Mogubgub, and Schwartz. Identity. (Card.)
16	13	Learning Center, The. Identity. (Card, envelope, letterhead.) , n.d.
16	14	Robert N. Levine. Identity. (Letterhead.)
16	15	Lincoln Square Business Improvement District. Identity. (Envelopes, letterhead.)
16	16	Lightbulb Press. Identity. (Envelopes, letterhead, logo.)
16	17	Melsky Zander Films. Identity. (Envelopes, cards, letterhead.)
16	18	Green Vale School. Identity. (Annual report.) 1998
16	19	New York Production Guide. Identity. (Letterhead, envelope.)
16	20	Angela Palladino. Identity. (Letterhead.)
16	21	Tony Palladino. Identity. ("Letterhead, envelope, business card.")
16	22	Panebianco. Identity. ("Envelopes, memo cards, letterhead.")
16	23	Panebianco. Identity. ("Fax sheets, envelopes.")
16	24	Paolo Riani Architects. Identity. (Letterhead.)
16	25	Pendulum. Identity. (Logo.)
16	26	Logo for Production Company. Identity. (Mounted sheet.)
16	27	Ringling Brothers Circus World. Identity. ("Envelopes, letterheads, logo board.")
16	28	Ulick Mayo Productions. Identity. ("Business cards, memos, stationary.")
16	29	Vino Palladino. Identity. (Card.)
13	5	Conrail. Identity.
13	6	Fan: A Baseball Magazine. Identity. (Logo.)
13	7	Laminall. Identity. (Logo.) 1968
13	8	Psycho. Identity. (Logotype.) 1956
13	9	Trattoria. Identity. (Identity.)
13	10	Vino. Identity. (Logotype.)

**SUBSERIES G: EXHIBITIONS**

17	1	Art Directors' Club. 57th Annual Awards Invitation card. 1978
17	1	Art Directors' Club. Hall of Fame Ceremony invitation card. 1991
17	2	Association of Independent Commercial Producers. "Art and Technique of the American Television Commercial catalog, at Museum of Modern Art." 1992

- 17 2 Association of Independent Commercial Producers. "Art and Technique of the American Television Commercial card, at Museum of Modern Art." 1992
- 17 2 Association of Independent Commercial Producers. "Art and Technique of the American Television Commercial invitation, at Museum of Modern Art." 1992
- 17 3 Fashion Group. Fall 1987 European Couture Collections From Paris And Rome invitation and card. 1987
- 17 4 Mead Library of Ideas. "Simone Rodia's Watts Towers, invitation."
- 17 5 Palladino, Tony. "Two Man Poster Show" [with Milton Glaser]; Thessaloniki Design Museum." (Catalog.) 1997
- 17 6 Palladino, Tony. "Artworks by Tony Palladino and Rinaldo Frattolillo, invitation; Elizabeth Weiner Gallery." 1979
- 17 7 Palladino, Tony. "Retrospective, catalog and bifold invitation; School of Visual Arts." 1989
- 17 8 Palladino, Tony. "Love-Emotion, invitation; Gillian Gallery." 1976
- 17 9 Palladino, Tony. "Content Matters: The Masters Series, catalog and invitation; School of Visual Arts." 1999
- 17 10 Palladino, Tony. "Tuscany Landscapes Palladino, invitation; School of Visual Arts." 1990
- 17 11 Palladino, Tony. "Palladino Nudes." (Exhibition catalog.) 1987
- 17 12 Palladino, Tony. "Hub Hats." (Postcard.) 1989
- 17 13 Palladino, Tony. "Bob Gill, Milton Glaser and George Lois Will Discuss The Graphics of Tony Palladino. Ivan Chermayeff Will Chair" invitation envelope; School of Visual Arts. (Envelope.) 1986
- 17 14 Palladino, Tony. "Espresso 88" gallery announcement. 1988
- 13 11 School of Visual Arts. "An exhibition of paintings, constructions & other articles usually not attributed to Ivan Chermayeff & Tony Palladino" Visual Arts Gallery mailing / poster.

**SUBSERIES H: INVITATIONS, ANNOUNCEMENTS**

- 18 1 Churchill School and Center. 30th Birthday Celebration. (30th Birthday Celebration booklet.) 2003
- 18 1 Churchill School and Center. Keystone For Learning Campaign. (Keystone for Learning Campaign Celebration Dinner invitation and envelope.) 2001
- 18 2 Ettinger, Eleanor. Tour of Atelier Ettinger. (A Tour of Atelier Ettinger accordion invitation.) 2003
- 18 3 Judith Selkowitz Fine Arts Inc. Christmas card. ("Happy Holidays and a Marvelous 1979," Empire State Building with pine tree Christmas card.) 1978
- 18 4 Mascheroni, John. Christmas card. (Heavy mylar card with large numeral 6 / 9.)
- 18 5 Mobil. Invitation. (55th Mobil Cotton Bowl Classic bifold invitation.) 1991
- 18 5 Mobil. Invitation. (58th Mobil Cotton Bowl Classic invitation tickets.) 1994
- 18 5 Mobil. Invitation. (Mobil Cotton Bowl Classic.) 1996
- 18 5 Mobil. Invitation. (Mobil Cotton Bowl Classic.) 1997
- 18 6 Palladino, Kate. Announcement. (Wedding announcement with envelope.) 1998

- 18 7 Palladino, Tony. Event announcement. ("Appuntamento Nel Giardino Del Castello" [Invitation to extemporaneous painting: Angela Palladino, Tony Palladino, Don Perlis. Made In Sicily Presents]). 2004
- 18 8 Palladino, Tony. Change of address announcement. ("Change is one of nature's laws. If there was no change, there would be no motion: and without motion there is no life.")
- 18 9 Palladino, Tony. Announcement. (Wedding announcement.)
- 18 10 Palladino, Tony. Christmas card. ("Peace on Earth and Goodwill to All," accordion card.)
- 18 11 Palladino, Tony. New Years card. ("Break-off-here and throw this far away," perforated board.)
- 18 12 Palladino, Tony. Fourth of July card. ("You are cordially invited to .. The home of Mr and Mrs Tony Palladino," red and blue ink on white card.)
- 18 13 Palladino, Tony. Christmas card. ("The perfect gift peace," quadfold card.)
- 18 14 Palladino, Tony. Christmas card. ("TP / Trust Peace," heavy stock).
- 18 15 Palladino, Tony. New Years card. ("The whole 9 yds.," glossy stock). 1991
- 18 16 Palladino, Tony. New Years card. ("Crossed fingers, bifold card.)
- 18 17 Palladino, Tony. Christmas card. ("Santa Claus seated in front of a fireplace, bifold card.) 1992
- 18 18 Palladino, Tony. Christmas card. ("Jingle Bells," blank white bifold card.) 1978
- 18 19 Palladino, Tony. Christmas card. ("December Twentyfifthmas," shiny quadfold card.) 1989
- 18 20 Palladino, Tony. Christmas card. ("LOVE / TP" bifold card with envelope.)
- 18 21 Palladino, Tony. Christmas card. ("Have one / Merry Christmas" glossy sheet with tearaways.) 1979
- 18 22 Palladino, Tony. Christmas card. ("Tis The Reason To Be Jolly / Tra La La .." card and envelope.)
- 18 23 Palladino, Tony. Christmas card. ("Merry Christmas to All" candle cutout card.)
- 18 24 Palladino, Tony. Christmas card. ("A Christmas Story / 1984" twelve-page booklet.) 1984
- 18 25 Palladino, Tony. Christmas card. (Photograph: candle with neon lights.) 1967
- 18 26 School of Visual Arts. Announcement. ("Announces a new course in Humorous Art to be given by R.O. Blechman" invitation card.)
- 18 27 Siegel & Gale. Invitation. ("On April 1 Tony Palladino joined Siegel & Gale.. Join us for cocktails and champagne on June 30 to celebrate," invitation.)
- 18 28 St Jean Baptiste School. Invitation. ("75 on 75: 75 Years on 75th Street," invitation, donation card and envelope.) 2005
- 18 29 Stephen Gaynor School. Invitation. ("Hearts Numbers and Sneakers," invitation, souvenir book, donation card and envelope.) 1995
- 18 30 Ulick family. Announcement. ("On May 23rd .. Edward Ackerman Ulick entered the world," bifold announcement and envelope.) 1988
- 13 12 Wine Lounge at Art et Maison. Event invitation. 2005

SUBSERIES I: BOOKS

- 19b Dennis Dobson. The ABC Bedtime Story. 1965

- 19b Collier. Color is for anything you want and butterflies too.  
19b Dennis Dobson. Once There Was A General. 1958  
19b Start: A flip-page picture story. 1954

SERIES III: MISCELLANEOUS

SUBSERIES A: ARTICLES ABOUT TP

- 20 Greek periodicals; SVA 'Masters' catalog; American Illustrator article.

SUBSERIES B: PHOTOGRAPHS OF TP

- 20 "Photograph of TP with Robert Brownjohn; album of photographs at a Greek design event (with Milton Glaser), etc."

SUBSERIES C: FOUND OBJECTS, ETC

- 20 "Foreign packaging, graphics, miscellaneous objects of unknown provenance"

SUBSERIES D: AWARDS

- 20 "AIGA certificates, Art Directors Club awards, etc."

SERIES IV: ADDITIONAL MATERIALS

- d 61 1 Popeye (9/11/2001). 2001  
d 61 1 Large nude. 2003  
d 61 1 Fat nude. 2009  
d 61 1 Nude orange. 2003  
d 61 1 How did you get in? (Bush and Obama). 2008  
d 61 1 Siena. 2003  
d 61 1 [Woman in profile over purple]. 2009  
d 61 1 Chandelier [red]. 2009  
d 61 1 Chandelier [blue]. 2009  
d 61 1 Coca-Cola abstract.  
d 61 1 Dick Tracey The Black Cop.

d 61	1	Chandelier [multicolor]. 2006
d 61	1	Italian Cultural Foundation of America. [Paolo] Riani in Argentina. 2008
d 61	1	Concetta [woman with grapes]
d 61	1	Guitar with shoe and boat.
d 61	1	Window with cruise boat.
d 61	1	3 Women. Irregular. 2009
d 61	1	Cover for Artrage, by Everett Aison. 2005
d 61	1	Amato Opera. Sabrina Boheme. 19 × 13. 2009
d 61	1	School of Visual Arts. Masters Series: Tony Palladino. 16 × 34. 2005
d 61	1	Napoleon Bonaparte. 24 × 20. 2007
d 61	1	School of Visual Arts. Summer Classes. Eye. 2009
d 61	1	Thessaloniki Design Museum. 10 Years. Face with glasses. 2006
d 61	1	Design From The Heart. "For Fellini's Work." 2006
d 61	1	The Politician. Outline of face with collaged flowers. N.d.
d 61	1	Nail Descending a Staircase. 29 × 24. 2009
d 61	1	Fat Girl. Nude overlaid with Benday pattern. 2008
d 61	1	Only Gold. "Greed, Obsessiveness yields surplus. Then pollutes.." N.d.
d 61	1	Puro Sague. Nude with grapes. 2007
d 61	1	Kutzner, Dom und Wolken. "For Tony." 2007
d 61	1	Big Nude. 24 × 18. 2005
d 61	1	Panebianco. Large logo. N. D.
d 61	1	Centolire Cafe & Panini. Illustration signed "A. E. Palladino." N.d.
d 61	1	Borsalino. Hats. 2008
d 61	1	Italian Cultural Foundation of America. Sei Mostre: Laboratorio di Architettura. 21 × 36. 2000
d 61	1	United Nations DPI/NGO. Flowers. 1997
d 61	1	Garden Flowers of America. 25 × 24. 2004
d 61	1	School of Art and I. Ladybug in a frame. 2003
d 61	1	Cigar. "Hampton Tobacco." 2004
d 61	1	St. Jean Baptiste High School "Celebrating 75 Years." 23 × 30. 2005
d 61	1	School of Visual Arts. "It's not the light at the end of the tunnel, it's the light within." N.d.
d 61	1	Couple. Signed "Angela Palladino, 1965." 1965
d 61	1	Landscape with Coca-Cola logo. 24 × 28. 2008
d 61	1	Embossed American flag overlaid with Italian flag colors. 26 × 24. N.d.
d 61	1	Lady with Fish 1. 22 × 30. 1998

---

BOX            ITEM

d 61    1    Lady with Fish 2. 22 × 30. 1998

d 61    1    Boat with American Flags. 20.5 × 25. 2009

19b            1968 Calendar Compliments of Mead Papers. Paper calendar bolted to metal plate. 1968

d 61    4    School of Visual Arts. Flowers over color-by-numbers. Subway poster size (25.5 × 37). 1959