

## Guide to the Tony Palladino Collection

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Finding aid prepared by Zachary Sachs, 2008.

### DESCRIPTIVE SUMMARY

creator Tony Palladino  
title Tony Palladino Collection  
dates c. 1948–2007  
abstract Tony Palladino is an important graphic designer and artist who has worked in New York from the mid-1950s to the present. He has contributed to numerous memorable advertising campaigns, identity systems and book jackets, and authored two children's books. In addition to being on the faculty of the School of Visual Arts since 1958, he is the designer of several of its most famous posters. This collection contains those posters, along with printed materials for other commercial work, exhibitions, and many pieces of his original art.  
quantity Approximately fifteen linear feet in twenty boxes and one drawer

### 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.

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## 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". The rest of the collection is divided among the following:

**Series I      Original art**1      *Subseries A    Works on paper*

There are two document boxes containing titled and untitled artwork, and two boxes containing oversized pieces. They are arranged in alphabetical order when there is an explicit title. The untitled works are not in any particular order.

5      *Subseries B    Sculpture*

This subseries is based on an arrangement of materials that were received from the original donation in this category, and include photographs of original three-dimensional work, temporary art, and similar unclassified, non-commercial work. They are alphabetized by title, when known.

5      *Subseries C    Commercial art*

Two boxes of originals, some of which are crossreferenced to printed materials, and many of which are represent projects only included in this subsection. There is a box of oversized materials. The materials in this subseries are arranged in alphabetic order by client.

7        *Subseries D Children's books*

Virtually the entire contents of this box are materials for *Anthony: The Crocodile With A Glass Stomach*, in various stages of its development. Notably, there are no original materials from either childrens' book printed for Dobson (*Once There Was A General* or *The ABC Bedtime Story*). Two typescripts for Anthony are stored with the miscellaneous files in Box 19. Apart from the cover page, which is in the first folder, the materials for Anthony are not arranged in any particular order.

**Series II        Printed materials**8        *Subseries A Posters*

Posters, including materials that might also be considered advertisements or announcements, are in box 9, with oversized posters in drawer 61. They are arranged alphabetically by client, when known.

9        *Subseries B Advertisements and promotions*

There are two boxes of advertisements and promotions, which are stored together. The contents of the boxes are determined by size and then sorted alphabetically by client.

12       *Subseries C Book jackets*

Book jackets are organized by the title of the book, and include flat boards as well as glossy proof sheets. Oversized materials in box 13.

15       *Subseries D Record sleeves*

Record sleeves consist of glossy proof sheets, stored in box 13.

15       *Subseries E Periodicals*

This subseries contains printed work done by Palladino to appear in, or on the cover, of periodicals. They are arranged by the title of the periodical, and then by date. Oversized materials are stored in box 13. (Written materials that are about Palladino are stored with the personal papers in box 18.)

20       *Subseries F Identities*

Identities include letterhead, logos, logotype and collateral, and include flat boards, stationary, blueprints, and other media. They are alphabetized by client name. Oversized identities are held in box 13.

18       *Subseries G Exhibitions*

This subseries contains exhibition promotions, catalogs, announcements, and invitations to exhibition openings, including Palladino's own and those of others. They are organized by client, with oversized materials following in box 13.

19       *Subseries H Invitations and announcements*

Invitations and announcements include wedding invitations, birth announcements, event notifications, and holiday cards. Oversized invitations are also in box 13.

21       *Subseries I Books*

There are four finished books written and illustrated by Palladino in the collection. They can be found in box 20.

**Series III        Miscellaneous**22       *Subseries A Articles about Tony Palladino*22       *Subseries B Photographs of Tony Palladino*22       *Subseries C Found objects and items of unknown relevance*22       *Subseries D Awards and certificates received by Tony Palladino*

**RESTRICTIONS**

*access*

This collection is open for research.

**OWNERSHIP AND COPYRIGHT**

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**ADMINISTRATIVE INFORMATION**

*provenance*

The Tony Palladino Collection was acquired as a gift from Tony Palladino.

*citation*

Tony Palladino Collection, [series. folder]. Milton Glaser Design Study Center and Archives, Visual Arts Foundation, New York.

BOX FOLDER

**Series I: Original art**

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. n.d.                |
| 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. n.d.                    |
| 1 | 20 | My Hand. Ink on paper. 7/31/89   |
| 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. n.d.                              |
| 1 | 24 | Politics And Poker. Charcoal on paper (reproduction). n.d.             |
| 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            |

BOX	FOLDER	
1	31	Separate Parts. Ink on paper. n.d.
1	32	Stories By Police Chiefs Of The World. Pencil and paint on paper. n.d.
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. n.d.
1	37	Workplace. Ink and colored pencil on ruled paper. 1993
2	1	Untitled. "SLAIN". Ink on newsprint. n.d.
2	2	Untitled. Horse. Ink on paper. n.d.
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. n.d.
2	6	Untitled. Man with glasses. Pencil and wash on paper. n.d.
2	7	Untitled. "Happy anniversary", with portrait. Ink on ruled paper. n.d.
2	8	Untitled. Roses on black. Ink and marker on paper. n.d.
2	9	Untitled. Dinner party line drawing. Ink on paper. n.d.
2	10	Untitled. Man wrestling bull. Charcoal on paper. n.d.
2	11	Untitled. "Incurable indigestion of Aunt Gegia". Charcoal and wash on paper. n.d.
2	12	Untitled. Woman with camera. Ink on paper. n.d.
2	13	Untitled. Conquistadores. Scratchboard. n.d.
2	14	Untitled. Man in hat. Ink and wash on paper. n.d.
2	15	Untitled. Flower in vase. Paint on board. n.d.
2	16	Untitled. "Suggested Halloween cover". Marker on paper. 2005
2	17	Untitled. Horse . Ink on ruled paper. n.d.
2	18	Untitled. Street scene with cutout. Ink on paper mounted on board. n.d.
2	19	Untitled. Profile of man in peaked cap. Pencil on paper. n.d.
2	20	Untitled. "Interior and exterior painting Tal Ludivico". Colored pencil on paper cut-out. n.d.
2	21	Untitled. Man in tie and fedora. Ink on paper. n.d.
2	22	Untitled. "Drawing straight lines to reveal the emotion". Ink and collage. n.d.
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. n.d.
2	26	Untitled. Ship marked "Sabrina". Pen and collage on paper. 1960
2	27	Untitled. Corkscrew. Graphite on paper. n.d.

BOX	FOLDER	
2	28	Untitled. Family scene. Pencil on board and reproductions. n.d.
2	29	Untitled. Portrait of woman in glasses. Pencil on paper. n.d.
2	30	Untitled. "Experiment", composition with birds in beige and grey. Paint on letterhead paper. n.d.
2	31	Untitled. Dance scene. Graphite and paint on paper. n.d.
2	32	Untitled. Bouncing globe. Marker on ruled paper. 1971
2	33	Untitled. Decorated envelopes. Marker, collage, paint on paper. n.d.
2	34	Untitled. "Experimental". Ink and marker on paper. 1960
2	35	Untitled. Landscape. Paint and colored pencil on paper. n.d.
2	36	Untitled. San Marzano tomatoes. Marker and paint on paper. n.d.
2	37	Untitled. View of street from rooftop. Marker on paper. n.d.
2	38	Untitled. Cupid and arrows. Collage and marker on paper. 1990
2	39	Untitled. Police and man. Paint and graphite on paper. n.d.
2	40	Untitled. "Champagne vintage 1952". Pencil and collage on paper. n.d.
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). n.d.
2	45	Untitled. Buildings. Ink on paper. n.d.
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 Study for Black and Blue. Ink and pencil. 1990
3	3	Changes. Taxi. Acrylic on board. 1984
3	4	Christmas. Crayon and paint. 7/15/84
3	5	David Enock. Portrait. Charcoal. 1982
3	6	The Family #4. Charcoal . 1984 Study for The Family #4. n.d.
3	7	Enock St Martin. Portrait. Charcoal. 1985
3	8	Fashion. "Fashion is like a pilot fish". Pencil and acrylic. n.d.
3	9	Fat America. Scratchboard. 1968
3	10	Florida. "Florida - Florida / Tuscany". Colored pencil. n.d.

BOX	FOLDER	
3	11	Flowers Fly. Watercolor. 1981
3	12	Gangsters + Soldiers. Pencil and marker. 1/30/80
3	13	I Have A Yen To Buy. "Experimental 4 Japanese businessmen..." . Ink on paper. n.d.
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. n.d.
3	17	Madrid 1958. Watercolor on paper. 1958
3	18	Rivers of Vincenza. Pencil and marker. 1968
3	19	St Maarten. Landscape, series of four. Colored pencil. 1985
3	20	Thugs And Generals. "Series 1". Marker and acrylic. n.d.
3	21	Wefreegive. Utopian schema. Marker and acrylic wash. n.d.
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".... n.d.
3	25	Untitled. "szoot nyc"?. Colored pencil. 1968
3	26	Untitled. Acrylic? on paper. n.d.
4	1	Untitled. Airplane?. Colored pencil. 1985
4	2	Untitled. Uncle Sam and wars. Colored pencil editorial cartoon. n.d.
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 . n.d.
4	6	Untitled. Kitchen utensils. Marker on paper. n.d.
4	7	Untitled. Bugs in the city. Pencil on paper . 1972 Untitled. Bug and shoe. Pencil on paper. 1972?
4	8	Untitled. Horses. Pencil on paper . n.d.
4	9	Untitled. Headlamp?. Photograph of a reflective surface. 1970
4	10	Untitled. Pirate. Reproduction. n.d.
4	11	Untitled. Soldier on rocking horse. Pencil and marker. n.d.
4	12	Untitled. Table and seascape. Watercolor and acrylic. 2000
4	13	Untitled. Boy with jug. Marker. n.d.
4	14	Untitled. Cowboy. Pencil and watercolor wash. n.d. Untitled. Cowboy. n.d.
4	15	Untitled. Figure . Charcoal and airbrush. n.d.
4	16	Untitled. Flowers. Acrylic. 1984

BOX FOLDER

4	17	Untitled. Flowers. Marker and colored pencil. n.d.
4	18	Untitled. Ink and watercolor on scissored paper. n.d.
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. n.d.
4	24	Untitled. Red bag . In colored pencil. n.d.
4	25	Untitled. Self-portrait. Marker on joined blue and yellow paper. 1992 Untitled. Self-portrait. Marker on joined green and black paper. 1992
4	26	Untitled. Two heads over plane. Ink. n.d.
4	27	Untitled. Uniformed man. Marker on reverse of 'The Wedding Party' poster. n.d.
4	28	Untitled. Two uniformed men and a woman. Pencil on paper (reproduction). n.d.
4	29	Untitled. "The meeting of Garibaldi and Victor Emanuel [sic] ...". Marker on paper (reproduction). 1981

SERIES I: ORIGINAL ART – 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, "I designed the package—TP". 1974
5	5	Untitled. Photograph of geometrical shapes in sand. n.d.
5	6	Untitled. Photograph of cherubim with wreath. n.d.
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". n.d.
5	9	Untitled. Photograph of crucifix in foil. 1991
5	10	Untitled. Photograph of metal shapes. n.d.
5	11	Untitled. Photograph of a metal figurine on a dias. n.d.

SERIES I: ORIGINAL ART – SUBSERIES C: COMMERCIAL ART

6	1	Corinthian Broadcasting "The American Indian He Can't Even Go Back Where He Came From". See also Printed materials - Advertisements - Oversize: Corinthian Advertising. Pen and marker on paper. 1984
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BOX	FOLDER	
6	2	Gemelli restaurant Paint, pencil on paper. n.d.
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. n.d.
6	7	New York Times Editorial cartoon. Santa Claus. Marker on mylar. n.d.
6	8	Once there was a general Drawing for children's book. See also Printed materials - Books: Once There Was A General. Paint on paper. 1958
6	9	School of Visual Arts The Master's Series - Ed McCabe: Strong Words. Pencil and colored pencil on paper. n.d.
6	10	Second Coming Hinged flag. See also Printed materials - Periodicals and Advertisements - Oversize: Artaute. 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. n.d.
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. n.d.
7	5	Mobil Promotion for track event. Scratchboard. n.d.
7	6	New York Production Guide Experiments for advertisement. "...Because Time Is Money": corrected proof. Ink on paper. n.d.
7	7	New York Times TP: "Drawing for ad, NY Times Architecture". Pencil on paper. n.d.
7	8	Positano Photograph for advertisement. Chessboard with salt and pepper shakers. n.d.

SERIES I: SKETCHES AND ORIGINAL ART · THE TONY PALLADINO COLLECTION

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BOX	FOLDER	
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. n.d.
7	11	School of Visual Arts Drawing for Talent Is Not Worth Much.... Proofing board. n.d.
7	12	Strathmore [?] Promotional booklet. "There was once dynamite the termite". Ink on twelve leaves of heavy stock. n.d.

SERIES I: ORIGINAL ART – SUBSERIES D: CHILDREN’S BOOKS

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

BOX FOLDER

**Series II: Printed Materials**

SERIES II: PRINTED MATERIALS – SUBSERIES A: POSTERS

- |   |     |   |
|---|-----|---|
| 9 | 1   | American Bicentennial<br>“KIN.. From The American Bicentennial To The People Of The World?”. 1976   |
| 9 | 2   | Art Directors Club<br>“The 57th Annual Art Directors Club Exhibition Open To The Public”. 1978  |
| 9 | 3   | Brothers Fodale<br>“Peace”. Christmas poster. 1972  |
| 9 | 4   | Color Wheel Inc<br>“Color In The Palladino Contest”. 1988   |
| 9 | 5   | FDR Memorial<br>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<br>Promotional poster. Photo of mouth. 1981   |
| 9 | 7   | Local Initiatives Support Corporation<br>“Neighborhoods Reborn / Promises Kept”. Poster and donors list card. 1998  |
| 9 | 8 † | Mead Library of Ideas<br>POSTER USA 1960-1970. “Magnificent”. 1971  |
| 9 | 9   | Palladino, Tony<br>“If you want it come and get it – It’s going fast”. Poster and card. n.d.  |
| 9 | 10  | School of Visual Arts<br>“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<br>“Even a great idea is only an idea until you make it real”. Hubcap as hat. Card and reproduction. n.d.                                       |
| 9 | 12  | School of Visual Arts<br>“Having A Talent Isn’t Worth Much Unless You Know What To Do With It”. Card and reproduction. n.d.   |
| 9 | 13  | School of Visual Arts<br>“It’s Not The Light At The End Of The Tunnel It’s The Light Within”. n.d.  |
| 9 | 14  | School of Visual Arts<br>“Summer Session Day and Evening 1962”. 1962  |
| 9 | 15  | School of Visual Arts<br>“Surface / Texture / Form / Line / Color : Only Words Until An Artist Uses Them”. 1965   |
| 9 | 16  | School of Visual Arts<br>“TEN 10 Tuition-Free Full-time Scholarships...” . 1961   |
| 9 | 17  | School of Visual Arts<br>Flowers over color-by-numbers. 1959.   |

BOX	FOLDER	
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?”. n.d.
9	20	No client “Heaven is blessed with perfect rest but the blessing of earth is toil”. n.d.
9	21	No client “Rush rush rush ... Slow down and live in ‘57”. 1957
9	22	No client “Stay Nice”. Christmas poster. 1989
d 61	1	Fashion Group “Fashion Group Inc. Presents European Couture Fall 1987”. 1987
d 61	2	International Design Conference in Aspen Promotional system. “The Rest Of Our Lives”. Poster, schedule, promotions. 1969
d 61	3	Lenny Long poster (“!&*\$@?”). TP: “Promo: Lenny (the play on Bway)”. 1978
d 61	4	New York Production Guide Yellow cab poster. 2000
d 61	5	School of Visual Arts “Masters Series: Tony Palladino”. 1999
d 61	6	Thessaloniki Design Museum “Two-Man Poster Show: Tony Palladino and Milton Glaser”. n.d.
d 61	7	United Nations “Fiftieth Anniversary: Non-Governmental Organizations”. 1997
d 61	8 †	Wedding Party “The Wedding Party”, a film by Wilford Leach / Cynthia Monroe / and Brian de Palma. 1975
d 61	9	World Trade Center “The Back Yard at the World Trade Center”. n.d.

SERIES II: PRINTED MATERIALS – SUBSERIES B: ADVERTISEMENTS AND PROMOTIONS

10	1	Acme Communications Acme May Have Already Worked For You... . See also Series II: Printed materials - Identites.. n.d.
10	2	American Institute of Graphic Arts AIGA Call . Brochure. 1960
10	3	Barbados Tourist Board Magazine advertisement. Brochure. n.d.
10	4	Bergino Promotional mailers. Baseball silkscreen company owned by Goldberg and TP: postcards. 2007

BOX	FOLDER	
10	5	Chalmers, Irena Brochure. "Irena Chalmers Is 'The Culinary Oracle'". n.d.
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. n.d.
10	9	Globe Runner Productions Promotion. Brochure, See also Series II: Printed materials - Identities.. n.d.
10	10	Institute Of Life Insurance Promotion. Brochure. 1962
10	11	Irving Trust Brochure. n.d.
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". n.d.
10	20	Palladino, Tony "Book jackets". n.d.
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. n.d.
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. n.d.

BOX	FOLDER	
10	26	School of Visual Arts Art Directors Inside An Agency. Brochure. n.d.
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. n.d.
10	31	Strathmore Grandee by Strathmore . Flat for ad. n.d.
10	32	Westinghouse The Soiled World. Magazine advertisement. n.d.
11	1	Air India Advertisement. n.d.
11	2	Artenauta Advertisement. TP: "Originally designed for Second Coming magazine 1952 'Crisis in America'". 3/20/2000
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". 3/3/87
11	7	Corinthian Broadcasting Advertisement. n.d.
11	8	Evan-Picone Advertisement. n.d.
11	9	Globus Gateway Advertisement. n.d.
11	10	Granada TV Network England Advertisement. 1965
11	11	Groiler Educational Corp Advertisement. n.d.
11	12	Halston Advertisement. "Perfume / Cologne" magazine ad. 1963
11	13	Irving Werbin Advertisement. Paper bag and boards . 1975

BOX	FOLDER	
11	14	Japan Trade Center Advertisement. n.d.
11	15	Kosta Boda Advertisement. n.d.
11	16	Lafayette Park Advertisement. "Wouldn't You Rather Wake Up To A Bird". n.d.
11	17	Licor 43 Advertisement. 1983
11	18	McGregor, Koenig, Lois, Ltd. Advertisement. n.d.
11	19	New York Daily News Advertisement. n.d.
11	20	Papert Advertisement. n.d.
11	21	Perfectos Advertisement. 1965
11	22	Philip Morris Advertisement. n.d.
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". n.d.
11	26	Simplicity Advertisement. "Did you ever see one little hanger hold...". 1963
11	27	Singer & Friedlander Advertisement. n.d.
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". n.d.

SERIES II: PRINTED MATERIALS – SUBSERIES C: BOOK JACKETS

12	1	Doubleday Achilles Heel, by Manes Sperber. 1960
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BOX	FOLDER	
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

BOX	FOLDER	
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. n.d.
13	1	Unknown client New Dimensions In Research. n.d.
13	2	Doubleday "Fighters", Photographs by George Bennett, Text by Pete Hamill. 1978

BOX FOLDER

SERIES II: PRINTED MATERIALS – SUBSERIES D: RECORD SLEEVES

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

SERIES II: PRINTED MATERIALS – SUBSERIES E: PERIODICALS

- |    |    |   |
|----|----|---|
| 14 | 1  | Acro<br>Number 3. 5/1/97  |
| 14 | 2  | AD<br>Number 18. 2001   |
| 14 | 3  | Audience<br>West of California: A Visit with the Marlboro Man by Frank Bergon. n.d.                 |
| 14 | 4  | Harper's Bazaar<br>Illustrations. 15 Mar 1962   |
| 14 | 5  | Nation, The<br>Illustrations: Charlie Chaplin. Illustrations of Charlie Chaplin. Reproduction. n.d. |
| 14 | 6  | Nation, The<br>Illustrations. 4/18/59   |
| 14 | 7  | New York Times<br>"Clinton's Medicare Mistake". 12/8/97   |
| 14 | 8  | New York Times<br>"Russia's Deadly Expertise". 3/27/98  |
| 14 | 9  | TV Guide<br>"The Detectives Starring Robert Taylor" advertisement. 1959                             |
| 14 | 10 | Trade With Italy<br>Espresso 1988. March/April 1989.  |
| 14 | 11 | Second Coming Magazine<br>Crisis Of Freedom. n.d.   |
| 14 | 12 | Second Coming Magazine<br>The Eichmann Trial And The Rule Of The Law. March 1962.                   |
| 14 | 13 | Second Coming Magazine<br>The Eichmann Trial And The Rule Of The Law. Board. March 1962.            |
| 15 | 1  | Architectural & Engineering News<br>No title [Drawing of cubes]. November 1960.                     |
| 15 | 2  | Architectural & Engineering News<br>No title [Drawing of cement truck]. March 1961.                 |

BOX	FOLDER	
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	14 †	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. 5/12/95
15	19	New York Times Iowa's Quiet Voters. 10/22/88
15	20	New York Times The Next President's Duty To Intervene. 2/13/2000
15	21	New York Times Magazine The 38 Who Weigh Nixon's Fate. 4/28/74
15	22	School of Visual Arts Bulletin Art is... . 1999

BOX FOLDER

SERIES II: PRINTED MATERIALS – SUBSERIES F: IDENTITIES

16	1	Acme Communications Identity. Business cards, envelopes, letterhead. n.d.
16	2	American Security Systems Identity. Badge, sticker, board. n.d.
16	3	Apollo Theater Identity. Letterhead. n.d.
16	4	Bellevue Hospital Center Identity. Envelopes, letterhead, logo. n.d.
16	5	Bill Hudson & Associates Identity. Letterhead, envelopes, memos, business cards. .. n.d.
16	6	Brothers Fodale Identity. Letterhead. n.d.
16	7	Focus Management Identity. Letterhead. n.d.
16	8	George Korn And Sons Identity. Business cards, letterhead. n.d.
16	9	Geraldine Newman Communications Identity. Envelopes, letterhead. n.d.
16	10	Gigli, Ormand Identity. Bifold card. n.d.
16	11	Globe Runner Productions Identity. Envelope, letterhead. n.d.
16	12	Ferro, Mogubgub, and Schwartz Identity. Card. n.d.
16	13	Learning Center, The Identity. Card, envelope, letterhead. n.d. n.d.
16	14	Robert N. Levine Identity. Letterhead. n.d.
16	15	Lincoln Square Business Improvement District Identity. Envelopes, letterhead. n.d.
16	16	Lightbulb Press Identity. Envelopes, letterhead, logo. n.d.
16	17	Melsky Zander Films Identity. Envelopes, cards, letterhead. n.d.
16	18	Green Vale School Identity. Annual report. 1998
16	19	New York Production Guide Identity. Letterhead, envelope. n.d.
16	20	Angela Palladino Identity. Letterhead. n.d.

BOX	FOLDER	
16	21	Tony Palladino Identity. Letterhead, envelope, business card. n.d.
16	22	Panebianco Identity. Envelopes, memo cards, letterhead. n.d.
16	23	Panebianco Identity. Fax sheets, envelopes. n.d.
16	24	Paolo Riani Architects Identity. Letterhead. n.d.
16	25	Pendulum Identity. Logo. n.d.
16	26	Logo for Production Company Identity. Mounted sheet. n.d.
16	27	Ringling Brothers Circus World Identity. Envelopes, letterheads, logo board. n.d.
16	28	Ulick Mayo Productions Identity. Business cards, memos, stationary. n.d.
16	29	Vino Palladino Identity. Card. n.d.
13	5	Conrail Identity. n.d.
13	6	Fan: A Baseball Magazine Identity. Logo. n.d.
13	7	Laminall Identity. Logo. 1968
13	8	Psycho Identity. Logotype. 1956
13	9	Trattoria Identity. Identity. n.d.
13	10	Vino Identity. Logotype. n.d.

SERIES II: PRINTED MATERIALS – SUBSERIES G: EXHIBITIONS

17	1	Art Directors' Club 57th Annual Awards Invitation card. 1978 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 Art and Technique of the American Television Commercial card, at Museum of Modern Art. 1992 Art and Technique of the American Television Commercial invitation, at Museum of Modern Art. 1992

BOX	FOLDER	
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. n.d.
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. n.d.

SERIES II: PRINTED MATERIALS – SUBSERIES H: INVITATIONS, ANNOUNCEMENTS

18	1	Churchill School and Center 30th Birthday Celebration. 30th Birthday Celebration booklet. 2003 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

BOX	FOLDER	
18	4	Mascheroni, John Christmas card. Heavy mylar card with large numeral "6" / "9". n.d.
18	5	Mobil Invitation. 55th Mobil Cotton Bowl Classic bifold invitation. 1991 Invitation. 58th Mobil Cotton Bowl Classic invitation tickets. 1994 Invitation. Mobil Cotton Bowl Classic. 1996 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.". n.d.
18	9	Palladino, Tony Announcement. Wedding announcement. n.d.
18	10	Palladino, Tony Christmas card. "Peace on Earth and Goodwill to All", accordian card. n.d.
18	11	Palladino, Tony New Years card. "Break-off-here and throw this far away", perforated board. n.d.
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. n.d.
18	13	Palladino, Tony Christmas card. "The perfect gift peace", quadfold card. n.d.
18	14	Palladino, Tony Christmas card. "TP / Trust Peace", heavy stock. n.d.
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. n.d.
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. n.d.
18	21	Palladino, Tony Christmas card. "Have one / Merry Christmas" glossy sheet with tearaways. 1979

BOX	FOLDER	
18	22	Palladino, Tony Christmas card. “’Tis The Reason To Be Jolly / Tra La La ...” card and envelope. n.d.
18	23	Palladino, Tony Christmas card. “Merry Christmas to All” candle cutout card. n.d.
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. n.d.
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.. n.d.
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

SERIES II: PRINTED MATERIALS – SUBSERIES I: BOOKS

19		Dennis Dobson <i>The ABC Bedtime Story</i> . 1965 <i>Once There Was A General</i> . 1958
19		Collier <i>Color is for anything you want and butterflies too</i> . n.d. <i>Start: A flip-page picture story</i> . 1954

BOX      FOLDER

**Series III: Miscellaneous**

SERIES III: MISCELLANEOUS – SUBSERIES A: ARTICLES ABOUT TP

20      Greek periodicals; SVA Masters Series catalog; *American Illustrator* article.

SERIES III: MISCELLANEOUS – SUBSERIES B: PHOTOGRAPHS OF TP

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

SERIES III: MISCELLANEOUS – SUBSERIES C: FOUND OBJECTS

20      Foreign packaging, graphics, miscellaneous objects of unknown provenance.

SERIES III: MISCELLANEOUS – SUBSERIES D: AWARDS

20      AIGA certificates, Art Directors Club awards, etc.