

Tony Palladino Collection

Collection, MG.o6

Part Of

Glaser Design Archives > Tony Palladino Collection

Related To

Tony Palladino

In Repository

Design Archives

Extent

15 ft

Date

1948 – 2007 (Date ranges)

Abstract

Tony Palladino (1930–2014) was the inventive and idiosyncratic designer of many posters, advertisements, book jackets, and magazines. He brought a modern aesthetic to his work, but his work was particularly distinguished by his consistent use of everyday objects. His most famous project was the typographic title for Robert Bloch's novel *Psycho*; Alfred Hitchcock bought the rights to the lettering for his 1960 film adaptation. Palladino began teaching advertising design at SVA in 1958 and was the creator of many of SVA's renowned subway posters, including one in which he refashioned smashed hub cabs as fancy women's hats, illustrating the transformative capacity of art.

Scope And Contents

The Tony Palladino Collection is composed of original art, posters, slides, and other print materials that display the witty, graphically austere, and conceptual style that characterized Palladino's work throughout his distinguished career as a designer and artist.

Arrangement

The Tony Palladino collection is arranged according to Palladino's original donation, though the names of the series were determined in accordance with the similar materials in the Archives.

General Physical Description

Eighteen boxes and one flat file drawer

Restrictions

This collection is open for research.

Copyright

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Preferred Citation

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

Acquisition Information

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

Author/Processed By

Processed by Zachary Sachs, 2015, and Lawrence Giffin, 2018.

Collection Contents

Tony Palladino Collection

Series 1. Original art

Subseries A: Works on Paper (and 2-D artworks)

(164 records)

Anxiety: A Way of Seeing, Box 7 Folder 13
Athena Hotel, Box 7 Folder 14
Catania. ("Hollywood"), Box 7 Folder 15
Checkers, Box 7 Folder 16
Dear Friends. ("The Heart Is Wherever You Are"), Box 7 Folder 17
Door, Box 7 Folder 18
Elisa Carrio L'ilita, Box 7 Folder 19
The Extra Eye, Box 7 Folder 20
Forget Me Not, Box 7 Folder 21
Go the Other Way, Box 7 Folder 22
Greek Coin, Box 7 Folder 23
Guys Led Around by Their Wives, Box 7 Folder 24
I Am in Favor of Censorship, Box 7 Folder 25
I'm on the Other Side of the Rainbow, Box 7 Folder 26
James Cagney, Box 7 Folder 27
Jello, Box 7 Folder 28
London, Box 7 Folder 29
Magic of R.M. House, Box 7 Folder 30
Monument to the American Indian, Box 7 Folder 31
My Hand, Box 7 Folder 32
Nude with Attachable Dress, Box 7 Folder 33
Painting. ("A Tradition of Excellence"), Box 7 Folder 34
Peter Grimaldi, Box 7 Folder 35
Politics and Poker, Box 7 Folder 36
Puerto-Rican American, Box 7 Folder 37
Queensborough Bridge, Box 7 Folder 38
Red Scare, Box 7 Folder 39
Rug #1, Box 7 Folder 40
Sabrina's/South Hampton, Box 7 Folder 41
Sempre Avanti, Box 7 Folder 42
Separate Parts, Box 7 Folder 43
Stories by Police Chiefs of the World, Box 7 Folder 44
There are a Lot of People on Earth, Box 7 Folder 45

To Paolo with Love, Box 7 Folder 46
Trays Series, Box 7 Folder 47
Who's Kidding Who, Box 7 Folder 48
Workplace, Box 7 Folder 49
Untitled. ("SLAIN"), Box 1 Folder 1
Untitled. (Horse), Box 1 Folder 2
Untitled. (Woman's face), Box 1 Folder 3
Untitled. (Man and plants), Box 1 Folder 4
Untitled. (Orange and yellow bell peppers), Box 1 Folder 5
Untitled. (Man with glasses), Box 1 Folder 6
Untitled. ("Happy anniversary" with portrait), Box 1 Folder 7
Untitled. (Roses on black), Box 1 Folder 8
Untitled. (Dinner party line drawing), Box 1 Folder 9
Untitled. (Man wrestling bull), Box 1 Folder 10
Untitled. ("Incurable indigestion of Aunt Gegia"), Box 1 Folder 11
Untitled. (Woman with camera), Box 1 Folder 12
Untitled. (Conquistadores), Box 1 Folder 13
Untitled. (Man in hat), Box 1 Folder 14
Untitled. (Flower in vase), Box 1 Folder 15
Untitled. ("Suggested Halloween cover"), Box 1 Folder 16
Untitled. (Horse), Box 1 Folder 17
Untitled. (Street scene with cutout), Box 1 Folder 18
Untitled. (Profile of man in peaked cap), Box 1 Folder 19
Untitled. ("Interior and exterior painting Tal Ludivico"), Box 1 Folder 20
Untitled. (Man in tie and fedora), Box 1 Folder 21
Untitled. ("Drawing straight lines to reveal the emotion"), Box 1 Folder 22
Untitled. ("NYC"), Box 1 Folder 23
Untitled. (Red flower), Box 1 Folder 24
Untitled. (Potted plant), Box 1 Folder 25
Untitled. (Ship marked "Sabrina"), Box 1 Folder 26
Untitled. (Corkscrew), Box 1 Folder 27
Untitled. (Family scene), Box 1 Folder 28
Untitled. (Portrait of old person in glasses), Box 1 Folder 29
Untitled. ("Experiment" composition with birds in beige and grey), Box 1 Folder 30
Untitled. (Sailors and women), Box 1 Folder 31
Untitled. (Bouncing globe), Box 1 Folder 32
Untitled. (Decorated envelopes), Box 1 Folder 33
Untitled. ("Experimental" deposit slips), Box 1 Folder 34
Untitled. (Landscape), Box 1 Folder 35
Untitled. (San Marzano tomatoes), Box 1 Folder 36
Untitled. (View of street from rooftop), Box 1 Folder 37

Untitled. (Cupid and arrows), Box 1 Folder 38
Untitled. (Police and man), Box 1 Folder 39
Untitled. ("Champagne vintage 1952," drawing of wine press), Box 1 Folder 40
Untitled. (New York pool), Box 1 Folder 41
Untitled. (Face on clock), Box 1 Folder 42
Untitled. (Still life with watch), Box 1 Folder 43
Untitled. (Legs), Box 1 Folder 44
Untitled. (Buildings), Box 1 Folder 45
Untitled. (Gold foil candy bar wrapper), Box 1 Folder 46
Untitled. (Composition on a cover of the New Yorker), Box 1 Folder 47
Airmail. (envelopes in ink and acrylic), Box 12 Folder 1
Black and Blue, Box 12 Folder 2
Study for Black and Blue, Box 12 Folder 2
Changes. (Taxi), Box 12 Folder 3
Christmas, Box 12 Folder 4
David Enock. (Portrait), Box 12 Folder 5
The Family #4, Box 12 Folder 6
Study for The Family #4, Box 12 Folder 6
Enock St Martin. (Portrait), Box 12 Folder 5
Fashion. ("Fashion is like a pilot fish"), Box 12 Folder 7
Fat America, Box 12 Folder 8
Florida. ("Florida - Florida / Tuscany"), Box 12 Folder 9
Flowers Fly, Box 12 Folder 10
Gangsters + Soldiers, Box 12 Folder 11
I Have A Yen To Buy. ("Experimental 4 Japanese businessmen"), Box 12 Folder 12
Ischia. (Seascape), Box 12 Folder 13
Italian-American, Box 12 Folder 14
Leopard and the Rainbow. ("Story and Pictures by Tony Palladino and Nicky Nichtern"), Box 12 Folder 15
Madrid 1958, Box 12 Folder 16
Rivers of Vincenza, Box 12 Folder 17
St Maarten. (landscape), Box 12 Folder 18
Thugs And Generals. ("Series 1"), Box 12 Folder 19
Wefreegive. (Utopian schema), Box 12 Folder 20
Untitled. ("1971 The American Revolution Is Over"), Box 12 Folder 21
Untitled. ("Experimental"), Box 12 Folder 22
Untitled. ("I killed four wasps Tuesday"), Box 12 Folder 23
Untitled. ("szoot nyc?"), Box 12 Folder 24
Untitled. (airplane?), Box 11 Folder 1
Untitled. (Uncle Sam and wars), Box 11 Folder 2
Untitled. ("Peace" soldiers' uniforms, diptych in four panels), Box 11 Folder 3
Untitled. (addressed to Tony and Margaret Fodale), Box 11 Folder 4

Untitled. ("Buy 1 get 1 free"), Box 11 Folder 5
Untitled. (kitchen utensils), Box 11 Folder 6
Untitled. (bugs in the city), Box 11 Folder 7
Untitled. (bug and shoe), Box 11 Folder 7
Untitled. (horses), Box 11 Folder 8
Untitled. (headlamp?), Box 11 Folder 9
Untitled. (pirate), Box 11 Folder 10
Untitled. (soldier on rocking horse), Box 11 Folder 11
Untitled. (table and seascape), Box 11 Folder 12
Untitled. (boy with jug), Box 11 Folder 13
Untitled. (cowboy), Box 11 Folder 14
Untitled. (cowboy), Box 11 Folder 14
Untitled. ("Smiling man wearing hat"), Box 11 Folder 15
Untitled. (flowers), Box 11 Folder 16
Untitled. (flowers), Box 11 Folder 17
Untitled. ("Abstract design"), Box 11 Folder 18
Untitled. (landscape), Box 11 Folder 19
Untitled. (landscape), Box 11 Folder 20
Untitled. (matador), Box 11 Folder 21
Untitled. (portrait), Box 11 Folder 22
Untitled. (portrait), Box 11 Folder 23
Untitled. (red bag), Box 11 Folder 24
Untitled. (self-portrait), Box 11 Folder 25
Untitled. (self-portrait), Box 11 Folder 25
Untitled. (two heads over plane), Box 11 Folder 26
Untitled. (uniformed man), Box 11 Folder 27
Untitled. (Two uniformed men and a woman), Box 11 Folder 28
Untitled. ("The meeting of Garibaldi and Victor Emanuel [sic]"), Box 11 Folder 29
Large Nude painting, Drawer 28 Folder 11
Nude orange painting, Box 8 Folder 14
"Berardenga Siena" painting, Drawer 28 Folder 11
Chandelier (red) painting, Box 8 Folder 14
Chandelier (blue) painting, Box 8 Folder 14
Coca-Cola abstract drawing, Box 8 Folder 14
Chandelier (multicolor) painting, Box 8 Folder 14
Window with cruise boat painting, Drawer 28 Folder 10
"3 Women" drawing, Drawer 28 Folder 10
"For Fellini's Work" (guitar case, boat, shoe) painting, Drawer 28 Folder 10
"The Politician" painting and collage, Drawer 28 Folder 10
Only Gold, Drawer 28 Folder 12
Puro Sague, Drawer 28 Folder 12

"Lady with Fish 1" painting, Drawer 28 Folder 10
"Lady with Fish 2" painting, Drawer 28 Folder 11
"Fat Nude" drawing, Box 8 Folder 14
"When to Stand Up and When to Sit Down" drawings, Box 1 Folder 48
"One Picture Is Worth One Thousand Words" painting, Box 16
Untitled. (Flowers in vase), Box 12 Folder 25
Untitled [entangled figure on map of Italy], Box 8 Folder 14A
Motivation is the Fuel for Knowledge sketch, Box 8 Folder 14B

Subseries B: Sculpture

(14 records)

Blues In The Night. (Photograph of painted sculpture), Box 1 Folder 49
Floatilla. (Photograph of engraved metal), Box 1 Folder 50
Imagine A Park Here. (Photograph of public sign), Box 1 Folder 51
Untitled. (Photograph of geometrical shapes in sand), Box 1 Folder 52
Untitled. (Photograph of Christmas tree ornament, cherubim with wreath), Box 1 Folder 53
Untitled. (Plastic mesh and tape on paper), Box 1 Folder 54
Untitled. (For "Reader's Digest Book / Home Repair How-To;" "Four Pieces Of Sculpture For Executive"), Box 1 Folder 55
Untitled. (Photograph of crucifix in foil), Box 1 Folder 56
Untitled. (Photograph of metal shapes), Box 1 Folder 57
Untitled. (Photograph of a metal figurine on a bracket shelf), Box 1 Folder 58
Paladino, Tony. Tube Floor Lamp mechanical, Box 8 Folder 2
Decorated LP Record ("Tony, Sabrina, Kate, Angela"), Box 8 Folder 1
Untitled. (Photograph of Statue of Liberty with melted LP record), Box 8 Folder 3
Tube Floor Lamp design schematics, Drawer 28 Folder 17

Subseries C: Commercial art

(26 records)

Corinthian Broadcasting. "The American Indian He Can't Even Go Back Where He Came From", Box 1 Folder 59
Gemelli restaurant., Box 1 Folder 60
The Nation. (Charlie Chaplin) illustrations, Box 1 Folder 62
New York Times. "HELP" editorial cartoon, Box 1 Folder 63
New York Times. (Ball and seal) editorial cartoon, Box 1 Folder 64
"Once there was a general" drawing for children's book), Box 1 Folder 66
School of Visual Arts. "The Master's Series—Ed McCabe: Strong Words", Box 1 Folder 67
Versace. Drawings for perfume bottle, Box 1 Folder 71
Art Directors Club of New York. Art Directors Hall of Fame sketch for announcement poster, Box 13 Folder 1
Ellen. "What famous person uses Ellen for her hair?" study for advertisement, Box 13 Folder 2
Mobil. (Crowd of faces for Cotton Bowl) graphic for promotion, Box 13 Folder 4
Mobil. Promotion for track event, Box 13 Folder 5
New York Production Guide. "...Because Time Is Money" corrected proof, Box 13 Folder 7
New York Times. (NY Times Architecture) drawing, Box 13 Folder 8

Positano. (Chessboard with salt and pepper shakers) photograph, Box 13 Folder 9

Frommer. "New York on \$5 a Day", Box 13 Folder 6

Strathmore. "There was once dynamite the termite" promotional booklet, Box 13 Folder 12

Jovan. Untitled, Box 1 Folder 61

New York Times. (Santa Claus) editorial cartoon, Box 1 Folder 65

Second Coming. (Hinged flag), Box 1 Folder 68

Centro Culturale R Livatino, Catania, Sicily. Exhibition promotion, Box 1 Folder 69

Unknown. "Cigar" original study and reproduction of final poster, Box 1 Folder 70

Gillette. "Super Blue Blade" studies for advertisement, Box 13 Folder 3

School of Visual Arts. "It's Not the Light At The End Of The Tunnel..." original art, Box 13 Folder 11

School of Visual Arts. "Having a Talent Isn't Worth Much Unless You Know What to Do With It" poster original art / mechanical, Box 13 Folder 10

Mobil Masterpiece Theatre. John Mortimer's Summer's Lease mock-up for poster, Box 13 Folder 4A

Subseries D: Children's books

(3 records)

"Anthony: The Crocodile With A Glass Stomach," by Tony Palladino, cover page, Box 13 Folder 13

"Anthony: The Crocodile With A Glass Stomach" drawings and studies, Box 13;14 Folder 14-19;1-9

"Anthony: the Crocodile with a Glass Stomach" drafts, Box 1 Folder 72

Subseries E. Reproductions

(20 records)

Popeye (9/11/2001) painting, Drawer 28 Folder 13

"Fat Nude" painting, Drawer 28 Folder 13

"How did you get in?" (Bush and Obama) collage, Box 10 Folder 15

Woman in Profile over Purple drawing, Box 10 Folder 15

"Dick Tracy, The Black Cop" painting, collage, Drawer 28 Folder 13

"Concetta" (woman with grapes) drawing, Box 10 Folder 15

"For Fellini's Work" (guitar case, boat, shoe) painting, Box 10 Folder 15

Napoleon Bonaparte drawing and collage, Drawer 28 Folder 13

Nail Descending a Staircase collage, Drawer 28 Folder 13

"Borsalino" drawing, Drawer 28 Folder 12

Garden Flowers of America painting, Drawer 28 Folder 12

"The Couple" painting, Drawer 28 Folder 13

Coca-Cola abstract drawing, Drawer 28 Folder 13

Embossed American flag overlaid with Italian flag colors, Drawer 28 Folder 13

Boat with American Flags collage, Drawer 28 Folder 13

"Big Nude, Nude Beauty" painting, Drawer 28 Folder 12

"Pace" (woman in underwear) drawing, Drawer 28 Folder 12

Untitled. (Huile D'Olive), Box 1 Folder 73

"Fat Girl" painting, Drawer 28 Folder 12

Untitled. ("Tuscany lasers") laser-print reproductions of paintings, Box 1 Folder 74

Series 2: Printed materials

Subseries A: Posters

(43 records)

American Bicentennial. "KIN. From the American Bicentennial to the People of the World" poster, Box 14 Folder 10

Art Directors Club. "The 57th Annual Art Directors Club Exhibition Open to the Public" poster, Box 14 Folder 11

FDR Memorial. (For FDR Memorial 1st prize, Not built, Washington, 1976) poster, Box 14 Folder 14

Gross, Gary. Promotional poster (photo of mouth) poster, Box 14 Folder 15

Local Initiatives Support Corporation. "Neighborhoods Reborn / Promises Kept" poster, Box 8 Folder 7

Palladino, Tony. "If you want it come and get it - It's going fast. Drawings at the Litchfield Library" poster, Box 14 Folder 17

School of Visual Arts. "Summer Session Day and Evening 1962" (sunglasses) poster, Box 8 Folder 6

School of Visual Arts. "TEN 10 Tuition-Free Full-time Scholarships", Box 8 Folder 5

No client. "Rush rush rush ... Slow down and live in '57", Box 8 Folder 4

No client. "Stay Nice", Box 14 Folder 20

Fashion Group. "Fashion Group Inc. Presents European Couture Fall 1987", Drawer 28 Folder 1

International Design Conference in Aspen. "The Rest Of Our Lives" promotional system, Drawer 28 Folder 2

Lenny. "Long poster (""!&*\$@?"""). ("TP: ""Promo: Lenny (the play on Bway)"), Drawer 28 Folder 3

New York Production Guide. Yellow cab poster, Drawer 28 Folder 4

School of Visual Arts. "Masters Series: Tony Palladino", Drawer 28 Folder 5

Thessaloniki Design Museum. "Two-Man Poster Show: Tony Palladino and Milton Glaser", Drawer 28 Folder 6

United Nations. "Fiftieth Anniversary: Non-Governmental Organizations", Drawer 28 Folder 7

World Trade Center. "The Back Yard at the World Trade Center", Drawer 28 Folder 9

Italian Cultural Foundation of America. "[Paolo] Riani in Argentina" poster, Drawer 28 Folder 15

Italian Cultural Foundation of America. "Sei Mostre: Laboratorio di Architettura" poster, Drawer 28 Folder 15

Hampton Tobacco. "Cigar" poster, Drawer 28 Folder 15

Brothers Fodale. "Peace" poster, Box 14 Folder 12

Color Wheel Inc. "Color In the Palladino Drawing Contest" poster, Box 14 Folder 13

Mead Library of Ideas. "Magnificent" (POSTER: USA 1960-1970) poster, Box 14 Folder 16:f

School of Visual Arts. "Chermayeff - Palladino Announcing A Course In Advertising Design to be Conducted Simultaneously by Ivan Chermayeff and Tony Palladino" poster, Box 14 Folder 18

School of Visual Arts. "Even a great idea is only an idea until you make it real" poster, Drawer 28 Folder 14

Thessaloniki Design Museum. "Communication Design The client's message is fine... Interpreting it is the problem" poster, Box 13 Folder 21

Women's Strike For Peace. "Did you hear the one about the 3rd World War?", Folder f

No client. "Heaven is blessed with perfect rest but the blessing of earth is toil", Box 14 Folder 19

Wedding Party. "The Wedding Party," a film by Wilford Leach / Cynthia Monroe / and Brian de Palma, Box 8 Folder 15:f

School of Art and I poster, Drawer 28 Folder 14

School of Visual Arts. "It's Not the Light at the End of the Tunnel, It's the Light Within" poster, Drawer 28 Folder 14

School of Visual Arts. (Flowers painted over color-by-numbers) poster, Drawer 28 Folder 14

Amato Opera. "La Boheme" poster, Box 13 Folder 20

School of Visual Arts. Summer Classes poster, Box 13 Folder 20

Thessaloniki Design Museum. "10 Years" poster, Box 13 Folder 20

Panebianco poster, Box 13 Folder 20
Centolire Cafe & Panini poster, Box 13 Folder 20
St. Jean Baptiste High School. "Celebrating 75 Years" poster, Drawer 28 Folder 15
Mobil Masterpiece Theatre poster, Drawer 28 Folder 8
"Tony Palladino Joins Pushpin" sign,
Lenny. Promotional card for play, Box 2 Folder 15A
School of Visual Arts. Untitled poster [blackboard with + and =], Drawer 28 Folder 16

Subseries B: Advertisements, Promotions and Miscellaneous

(69 records)

Acme Communications. "Acme May Have Already Worked For You...", Box 2 Folder 1
American Institute of Graphic Arts. AIGA Call brochure, Box 2 Folder 2
Barbados Tourist Board. Magazine advertisement brochure, Box 2 Folder 4
Bergino. (Baseball silkscreen company owned by Goldberg and TP) postcards with enclosure, Box 2 Folder 5
"Irena Chalmers Is 'The Culinary Oracle'" brochure, Box 2 Folder 12
Children's Museum Of Art. Magical Moments booklet, Box 2 Folder 6
Cloud Forest School Foundation. A School With A View brochure, Box 2 Folder 7
Fifth Avenue Public Library glossy sheet, Box 2 Folder 8
Globe Runner Productions brochure, Box 2 Folder 9
Institute Of Life Insurance brochure, Box 2 Folder 11
Irving Trust brochure, Box 2 Folder 13
KISS concert program, Box 2 Folder 14
Lebenthal. CMO booklet, Box 2 Folder 15
Lincoln Square Business Improvement District map and annual report, Box 2 Folder 17
Movenpick restaurant. Promotional System menu and promotional materials, Box 2 Folder 18
One Club For Art And Copy. "Call for entries" board and envelopes, Box 2 Folder 19
Palladino, Lindsay. "Powell / CARMEL NY / THE WINE CELLER [sic]" promotional card, Box 2 Folder 20
Palladino, Tony. "One picture is worth a thousand words www.tonypalladino.com", Box 2 Folder 23
Book Jackets self promotion, Box 2 Folder 21
Palladino, Tony. "Give me work or I'll blow up your building", Box 2 Folder 22
Panebianco. Bread Love + Wine Panebianco Selections, Box 2 Folder 24
Phoenix House promotional postcard, Box 2 Folder 25
PVI / Clean Air Technologies. The PVI Platinum Vapor Injector folders, Box 2 Folder 26
SANE. "Our approach to the danger in unequal to the danger" brochure, Box 2 Folder 27
School of Visual Arts. Art Direction inside an Agency brochure, Box 2 Folder 28A
Siegel & Gale. Booklet for Citibank loan contract, Box 9 Folder 5
St. Jean Baptiste High School. "Small Miracles: Celebrating 75 Years" booklet, Box 2 Folder 29
Stephen Gaynor School. (Yearbook & art for an auction) illustrations, Box 2 Folder 30
Strathmore. Grandee by Strathmore advertisement, Box 2 Folder 31
Strathmore. Grandee by Strathmore (laminated) advertisement, Box 2 Folder 32
Westinghouse. "The Soiled World" magazine advertisement, Box 2 Folder 34
Air India advertisement, Box 14 Folder 21

Artenauta. "TP: Originally designed for Second Coming magazine 1952 'Crisis in America'" advertisement, Box 8 Folder 9

Association Of Independent Commercial Producers advertisement, Box 14 Folder 22

Benson & Hedges advertisements, Box 14 Folder 23

Bergdorf Goodman advertisements, Box 14 Folder 24

Boeing. "America Needs The Space Station" advertisement, Box 14 Folder 25

Corinthian Broadcasting advertisement, Box 14 Folder 26

Evan-Picone advertisement, Box 8 Folder 10

Globus Gateway advertisement, Box 2 Folder 10

Granada TV Network England advertisement, Box 14 Folder 27

Halston. "Perfume / Cologne" advertisement, Box 8 Folder 12

Irving Werbin. "Packaging/Irving Werbin" paper bag, Box 8 Folder 13

Japan Trade Center advertisement, Box 15 Folder 1

Kosta Boda advertisement, Box 9 Folder 1

Lafayette Park. ("Wouldn't You Rather Wake Up To A Bird") advertisement, Box 15 Folder 2

Licor 43, Box 2 Folder 16

McGregor, Koenig, Lois, Ltd. advertisement, Box 15 Folder 3

New York Daily News advertisements (7 different), Box 15 Folder 4

Papert, Koenig, Lois advertisement, Box 9 Folder 2

Perfectos advertisement, Box 14 Folder 28

Philip Morris advertisement, Box 9 Folder 3

Positano (chessboard) advertisement, Box 15 Folder 5

Purina, Country Blend Cat Chow advertisement, Box 9 Folder 4

School of Visual Arts. ("All things excellent are as difficult as they are rare") advertisement, Box 2 Folder 28B

Simplicity magazine. ("Did you ever see one little hanger hold...") advertisement, Box 9 Folder 6

Singer & Friedlander advertisement, Box 15 Folder 6

Wall Street Journal advertisement, Box 15 Folder 7

WMCA Radio 57. ("TP: ""My mom, for a poster WMCA "Turns people on""") advertisement, Box 15 Folder 8

unknown client. "An Important Source", Box 8 Folder 8

1968 Calendar Compliments of Mead Papers, Box 17

Furst Survey Research Center Inc. New Dimensions In Research, Box 8 Folder 11

American Express Worldwide post card kit, Box 2 Folder 3

School of Visual Arts. "It's Not The Light At The End Of The Tunnel It's The Light Within" cards and clipping, Box 2 Folder 33

School of Visual Arts. "Having A Talent Isn't Worth Much Unless You Know What To Do With It" card and tearsheet , Box 2 Folder 33

School of Visual Arts. "Even a great idea is only an idea until you make it real" (hubcap as hat) mailer, Box 2 Folder 33

School of Visual Arts. (Flowers over color-by-numbers) tearsheet, Box 2 Folder 33

School of Visual Arts. "Surface. Texture. Form. Line. Color. Only Words Until an Artist Uses Them" (frame) cards, tearsheet, and clipping, Box 2 Folder 33

Grolier Educational Corporation encyclopedias, Box 8 Folder 12

Subseries C: Book jackets

(38 records)

Doubleday. "Achilles Heel" by Manes Sperber, Box 2 Folder 35

Doubleday. "All Good Men" by Thomas J. Fleming, Box 2 Folder 36

Simon and Schuster. "All The Way Down: The Violent Underworld of Street Gangs" by Vincent Riccio and Bill Slocum, Box 2 Folder 37

Little Brown. "The Art of the Faker: 3000 Years of Deception" by Frank Arnau, Box 2 Folder 38

Simon and Schuster. "Blind Man's Mark" by Bruce Palmer, Box 2 Folder 39

Doubleday. "Blood Of My Blood" by Richard Gambino, Box 2 Folder 40

Simon and Schuster. "Breaking Up" by W.H. Manville, Box 2 Folder 41

Little Brown. "Il Duce: The Life Of Benito Mussolini" by Christopher Hibbert, Box 2 Folder 42

Doubleday. "The Duel" by Donald Seaman, Box 2 Folder 43

Inner Sanctum. "87th Precinct" by Ed McBain, Box 2 Folder 44

Simon and Schuster. "The End Of The Night" by John D. MacDonald, Box 2 Folder 45

Frommer / Pasmanter. "Far From The City Of Class" by Bruce Jay Friedman, Box 3 Folder 1

Inner Sanctum. "The Fire Trap" by Owen Cameron, Box 3 Folder 2

Simon And Schuster. "Four Screenplays of Ingmar Bergman", Box 3 Folder 3

Harcourt, Brace & Company. "Free Fall" by William Golding, Box 3 Folder 4

Inner Sanctum. "How Hard To Kill" by Thomas Dewey, Box 3 Folder 5

Eyre and Spottiswoode. "How Much" by Burt Blechman, Box 3 Folder 6

Harcourt, Brace and Company. "The Hussar" by Gregor Von Rezzori, Box 3 Folder 7

Alfred A. Knopf. "The Identity of Dr. Frazier" by George Sklar, Box 3 Folder 8

Crime Club. "Inspector Maigret and the Burglar's Wife" by Simenon, Box 3 Folder 9

Simon and Schuster. "Its Ugly Head" by Derek Monsey, Box 3 Folder 10

Inner Sanctum. "King's Ransom" by Ed McBain, Box 3 Folder 11

William Morrow & Company. "Knave Of Hearts" by Dell Shannon, Box 3 Folder 12

Inner Sanctum. "Lunatic Time" by John Roeburt, Box 3 Folder 13

KLM/Frommer. "New York on \$5 a Day" by Joan Feldman and Norma Ketay interior illustrations, Box 3 Folder 14

Inner Sanctum. "Night Of The Kill" by Breni James, Box 3 Folder 15

Harper. "Our Last Family Countess" by Antonio Barolini, Box 3 Folder 16

Little, Brown and Co. "The Pacifiers: The Six Symbols We Live By" by Mack Hanan, Box 3 Folder 17

Crime Club. "Pack Of Lies" by Gordon Ashe, Box 3 Folder 18

Inner Sanctum. "Psycho" by Robert Bloch, Folder f

Dell. "Step Beyond Innocence" by Nora Johnson, Box 3;3 Folder 19;20

Inner Sanctum. "A Thief In The Night" by Thomas Walsh, Box 3 Folder 21

Doubleday / Dolphin. "The UFO Handbook" by Allan Hendry, Box 9 Folder 7

Inner Sanctum. "Vein Of Violence" by William Campbell Gault, Box 3 Folder 22

Doubleday. "Weapons: The International Game Of Arms Money And Diplomacy" by Russell Warren Howe, Box 3 Folder 23

Simon And Schuster. "Why I Am Not a Christian" by Bertrand Russell, Box 3 Folder 24

Doubleday. Fighters: "Photographs by George Bennett," Text by Pete Hamill, Box 9 Folder 7

Cover for "Artrage," by Everett Aison book jacket, Box 13 Folder 22

Subseries D: Record sleeves

(2 records)

Unknown client. Wizard of Oz and Other Harold Arlen Songs, Box 3 Folder 25

Westminder Records. "Haydn: String Quartet in G major, Op. 76 No. 1 String Quartet in D Minor, Op. 76 No. 2 Vienna Konzerthaus Quartet" LP sleeve, Box 9 Folder 8

Subseries E: Periodicals

(35 records)

New York Times. Caramoor Music Festival., Box 15 Folder 21

New York Times. Iowa's Quiet Voters clipping, Box 15 Folder 20

New York Times. The Next President's Duty To Intervene ("HELP") clipping, Box 15 Folder 22

New York Times Magazine. "The 38 Who Weigh Nixon's Fate" clipping, Box 15 Folder 23

Acro. Number 3, Box 3 Folder 26

Delta D. Number 18, Box 3 Folder 28

Audience. West of California: A Visit with the Marlboro Man by Frank Bergon, Box 3 Folder 27

Harper's Bazaar. Flag illustrations, Box 3 Folder 29

Nation, The. Illustrations: Charlie Chaplin. (Illustrations of Charlie Chaplin), Box 3 Folder 30

Nation, The. Illustrations, Box 3 Folder 31

New York Times. "Clinton's Medicare Mistake", Box 3 Folder 32

New York Times. "Russia's Deadly Expertise", Box 3 Folder 33

TV Guide. "The Detectives Starring Robert Taylor" advertisement, Box 3 Folder 38

Trade With Italy. Espresso 1988, Box 3 Folder 37

Second Coming Magazine. Crisis Of Freedom, Box 3 Folder 34

Second Coming Magazine. "The Eichmann Trial and the Rule of the Law", Box 3 Folder 35

Second Coming Magazine. "The Eichmann Trial and the Rule of the Law" board, Box 3 Folder 36

Architectural & Engineering News. vol. 2, no. 11, November 1960 [Drawing of cubes] magazine cover, Box 9 Folder 9

Architectural & Engineering News. Vol. 3, No. 3, March 1961 [Drawing of cement truck] magazine cover, Box 9;9 Folder 9;10

Architectural & Engineering News. Vol. 3, No. 9, September 1961 [Wallpaper] magazine cover, Box 9 Folder 9

Architectural & Engineering News. Vol. 3, No. 9, September 1961 [Exit sign] magazine cover, Box 9 Folder 12

Architectural & Engineering News. Vol. 4, No. 2, February 1962, School Costs magazine cover, Box 9 Folder 13

Architectural & Engineering News, vol. 5 no. 5, May 1963, "AIA In Miami," magazine cover, Folder f

Architectural & Engineering News. vol. 5, no. 6, June 1963, "Plastics In Architecture," magazine cover, Box 9 Folder 12

Architectural & Engineering News. Masonry magazine cover, Folder f

Architectural & Engineering News. Vol. 5, No. 8, August 1963, Prefabricated Building Components Issue magazine cover, Box 9 Folder 14

Architectural & Engineering News. Building Exteriors magazine cover, Box 15 Folder 13

Architectural & Engineering News. No title [Christmas tessellation] magazine cover, Box 15 Folder 14

Architectural & Engineering News. Technology and the House magazine cover, Box 15 Folder 15

Architectural & Engineering News. Interiors magazine cover, Box 15 Folder 16

Architectural & Engineering News. Building Costs magazine cover, Box 15 Folder 17

Architectural & Engineering News. April 1961, "Engineering Aspects of Building Modernization," article, Box 9 Folder 11

Brooklyn Rail. New Skool Journalism, Box 15 Folder 18

New York Sports. Vol. 2 No. 1, Box 15 Folder 19

School of Visual Arts Bulletin, Summer 1999 ("Art is...") bulletin cover, Box 9 Folder 15

Subseries F: Identities

(36 records)

Acme Communications business cards, envelopes, and letterhead, Box 3 Folder 39

American Security Systems badge, sticker, and board, Box 3 Folder 40

Apollo Theater letterhead, Box 3 Folder 41

Bellevue Hospital Center envelopes, letterhead, and logo, Box 9 Folder 16

Bill Hudson & Associates letterhead, envelopes, memos, and business cards, Box 3 Folder 42

Brothers Fodale letterhead, Box 3 Folder 43

Focus Management letterhead, Box 3 Folder 44

George Korn And Sons business cards and letterhead, Box 3 Folder 46

Geraldine Newman Communications envelopes and letterhead, Box 3 Folder 47

Gigli, Ormand bifold card, Box 3 Folder 48

Globe Runner Productions envelope and letterhead, Box 3 Folder 49

Ferro, Mogubgub, and Schwartz card, Box 3 Folder 45

Learning Center, The card, envelope, and letterhead, Box 3 Folder 51

Robert N. Levine letterhead, Box 3 Folder 52

Lincoln Square Business Improvement District envelopes and letterhead, Box 3 Folder 53

Lightbulb Press envelopes, letterhead, and logo, Box 3 Folder 54

Melsky Zander Films envelopes, cards and letterhead, Box 4 Folder 1

Green Vale School annual report, Box 3 Folder 50

New York Production Guide letterhead and envelope, Box 4 Folder 2

Angela Palladino letterhead, Box 4 Folder 3

Tony Palladino letterhead, envelope, and business card, Box 4 Folder 4

Panebianco envelopes, memo cards, and letterhead, Box 4 Folder 5

Panebianco fax sheets and envelopes, Box 4 Folder 6

Paolo Riani Architects letterhead, Box 4 Folder 7

Pendulum logo, Box 4 Folder 8

Production Company logo mounted sheet, Box 4 Folder 9

Ringling Brothers Circus World envelopes, letterheads, and logo board, Box 4 Folder 10

Ulick Mayo Productions business cards, memos, and stationary, Box 4 Folder 11

Vino Palladino card, Box 4 Folder 12

Conrail. Identity., Box 15 Folder 9

Fan: A Baseball Magazine logo, Box 9 Folder 17

Laminall logo, Box 10 Folder 1

Psycho logotype, Box 10 Folder 2

Trattoria logotype, Box 10 Folder 3

Vino logotype, Box 15 Folder 10

Conrail Corporate Identity Manual, Box 17

Subseries G: Exhibitions

(18 records)

- Art Directors' Club. 57th Annual Awards invitation card, Box 4 Folder 13
- Art Directors' Club. Hall of Fame Ceremony invitation card, Box 4 Folder 13
- Association of Independent Commercial Producers. Museum of Modern Art, "Art and Technique of the American Television Commercial," catalog, Box 4 Folder 14
- Association of Independent Commercial Producers. Museum of Modern Art, "Art and Technique of the American Television Commercial," card, Box 4 Folder 14
- Association of Independent Commercial Producers. Museum of Modern Art, "Art and Technique of the American Television Commercial," invitation, Box 4 Folder 14
- Fashion Group. Fall 1987 European Couture Collections from Paris and Rome invitation and card, Box 4 Folder 15
- Mead Library of Ideas. "Simone Rodia's Watts Towers" invitation, Box 4 Folder 16
- Palladino, Tony. Thessaloniki Design Museum, "Two Man Poster Show" [with Milton Glaser], catalog, Box 5 Folder 5
- Palladino, Tony. Elizabeth Weiner Gallery, "Tony Palladino and Rinaldo Frattolillo," invitation, Box 5 Folder 3
- Palladino, Tony. School of Visual Arts, "Retrospective," catalog and bifold invitation, Box 5 Folder 2
- Palladino, Tony. Gillian Gallery, "Love-Erotica" invitation, Box 4 Folder 21
- Palladino, Tony. "Content Matters: The Masters Series" catalog and invitation, Box 4 Folder 22
- Palladino, Tony. "Tuscany Landscapes Palladino" invitation, Box 5 Folder 4
- Palladino, Tony. "Palladino Nudes" exhibition catalog, Box 5 Folder 1
- Palladino, Tony. "Hub Hats" postcard, Box 4 Folder 19
- Palladino, Tony. "Espresso 88" gallery announcement, Box 4 Folder 18
- School of Visual Arts / Visual Arts Gallery. "An exhibition of paintings, constructions and other articles usually not attributed to Ivan Chermayeff and Tony Palladino" poster, Box 15 Folder 11
- If you want it come and get it—It's going fast. Drawings at the Litchfield Library exhibition promotional cards, Box 4 Folder 20

Subseries H: Invitations and announcements

(38 records)

- Palladino, Tony. "Mr. and Mrs. Palladino Sail for Italy" wedding announcement, Box 10 Folder 4
- Wine Lounge at Art et Maison. Event invitation., Box 15 Folder 12
- Churchill School and Center. 30th Birthday Celebration booklet, Box 5 Folder 6
- Churchill School and Center. Keystone For Learning Campaign Celebration Dinner invitation and envelope, Box 5 Folder 6
- Ettinger, Eleanor. Tour of Atelier Ettinger accordion invitation, Box 5 Folder 7
- Judith Selkowitz Fine Arts Inc. "Happy Holidays and a Marvelous 1979," (Empire State Building with pine tree) Christmas card, Box 5 Folder 8
- Mascheroni, John. (Heavy mylar card with large numeral '6' / '9') Christmas card, Box 5 Folder 10
- Mobil. 55th Mobil Cotton Bowl Classic (bifold and trifold invitations) promotional materials, Box 5 Folder 11
- Mobil. 58th Mobil Cotton Bowl Classic (American Airlines discount card, gift cards, RSVP card, bifold invitation, trifold invitation, pre- and post-game event invitations) promotional materials, Box 5 Folder 11
- Mobil. 1990 Mobil Cotton Bowl Classic (invitations) promotional material, Box 5 Folder 11
- Mobil. Mobil Cotton Bowl Classic (invitations) promotional material (undated), Box 5 Folder 11
- Palladino, Kate. Wedding announcement with envelope, Box 5 Folder 12
- Palladino, Tony. "Appuntamento Nel Giardino Del Castello," (invitation to extemporaneous painting: Angela Palladino, Tony Palladino, Don Perlis. Made In Sicily Presents) event announcement., Box 6 Folder 4

Palladino, Tony. "Change is one of nature's laws. If there was no change, there would be no motion: and without motion there is no life" change of address announcement, Box 5 Folder 13

Palladino, Tony. "Peace on Earth and Goodwill to All" accordion Christmas card, Box 5 Folder 21

Palladino, Tony. "Break-off-here and throw this far away" New Years card, Box 6 Folder 5

Palladino, Tony. "You are cordially invited to ... the home of Mr and Mrs Tony Palladino" red and blue ink on white Fourth of July card, Box 6 Folder 3

Palladino, Tony. "The perfect gift peace" quadfold Christmas card, Box 5 Folder 22

Palladino, Tony. "TP / Trust Peace" heavy stock Christmas card, Box 6 Folder 2

Palladino, Tony. "The whole 9 yds" New Years card, Box 6 Folder 12

Palladino, Tony. "Happy New Year," (Crossed fingers) bifold New Years card, Box 6 Folder 6

Palladino, Tony. "Merry Christmas 1992," (Santa Claus seated in front of a fireplace) Christmas card, Box 5 Folder 23

Palladino, Tony. "Jingle Bells" blank white bifold Christmas card, Box 5 Folder 17

Palladino, Tony. "December Twentyfifthmas" shiny quadfold Christmas card, Box 5 Folder 15

Palladino, Tony. "LOVE / TP" bifold Christmas card with envelope, Box 5 Folder 18

Palladino, Tony. "Have one / Merry Christmas" Christmas card, glossy sheet with tearaways, Box 5 Folder 16

Palladino, Tony. "'Tis The Reason To Be Jolly / Tra La La ..." Christmas card and envelope, Box 6 Folder 1

Palladino, Tony. "Merry Christmas to All" candle cutout Christmas card, Box 5 Folder 20

Palladino, Tony. "A Christmas Story / 1984" Christmas card, twelve-page booklet, Box 5 Folder 14

Palladino, Tony. "Merry Christmas is forever" Christmas card, Box 5 Folder 19

School of Visual Arts. ("...Announces a new course in Humorous Art to be given by R.O. Blehman") invitation card, Box 6 Folder 7

Siegel & Gale. ("On April 1 Tony Palladino joined Siegel & Gale... Join us for cocktails and champagne on June 30 to celebrate") invitation, Box 6 Folder 8

St. Jean Baptiste School. ("75 on 75: 75 Years on 75th Street") invitation, donation card, and envelope, Box 6 Folder 9

Stephen Gaynor School. ("Hearts Numbers and Sneakers") invitation, souvenir book, donation card, and envelope, Box 6 Folder 10

Ulick family. ("On May 23rd...Edward Ackerman Ulick entered the world") bifold announcement and envelope, Box 6 Folder 13

"La Boheme" cast list (Sabrina Palladino, Mimi), Box 5 Folder 9

Thessaloniki Design Museum. "Communication Design The client's message is fine... Interpreting it is the problem" invitation cards, Box 6 Folder 11

Palladino, Tony. "Bob Gill, Milton Glaser and George Lois Will Discuss The Graphics of Tony Palladino. Ivan Chermayeff Will Chair" invitation envelope, Box 4 Folder 17

Subseries I: Books

(5 records)

The ABC Bedtime Story book, Box 6 Folder 15

Color is for anything you want and butterflies too, a color poem by T. Palladino (for Collier Engraving/Lithography/Gravure) book, Box 6 Folder 16

Once There Was A General (New York: Franklin Watts), Box 6 Folder 17

Artwork from Start to Finish flip book, Box 6 Folder 14

New York Production Guide: Television Commercial Guide 1983, Box 17

Series 4: Miscellaneous

Subseries A: About Tony Palladino

(15 records)

Panselino Magazine—issue 92, issue 102, Box 10 Folder 7

Palladino, Tony. Miscellaneous biographical material, Box 10 Folder 6

Madison Avenue Magazine, "It's a Grand New Flag," July 1986 article, Box 10 Folder 5

Thessaloniki Design Museum: 10 years, 10 Graphic Designers, 10 Posters: Altvision, Dmitris Arvanitis, Seymour Chwast, Alan Fletcher, Milton Glaser, Sadik Karamustafa, Michalis Katzourakis, Alain Le Quernec, Tony Palladino, David Tartakover, Box 7 Folder 2

Two Man Poster Show (Tony Palladino and Milton Glaser), Thessaloniki Design Museum, clippings, Box 6 Folder 20

International Design Conference Aspen. Bare Bones. Feature Presentation: Tony Palladino, Box 7 Folder 2

The Art Directors Club. Hall of Fame (1987), Box 7 Folder 2

Art Direction. "What's It All About, Tony?", Box 7 Folder 2

The Litchfield Enquirer. "Palladino Drawings" clipping, Box 7 Folder 2

American Artist magazine, March 1962, Box 6 Folder 18

BHMAgazine magazine, April-May 2005, Box 6 Folder 18

Reportaz newspaper, June 2001, Box 6 Folder 19

Politismos newspaper, June 2001, Box 6 Folder 19

Technes Biblio newspaper, June 2001, Box 6 Folder 19

To Allo Vimo magazine, June 2001, Box 7 Folder 1

Subseries B: Personal

(10 records)

Photographs of Tony Palladino, Box 7 Folder 4

Tube Floor Lamp gift acknowledgement from Philip Johnson, MoMA, Box 7 Folder 6

Letter from Dr. Alvaro Casali, director, Museo d'Arte Moderna, Box 7 Folder 3

"The Primitives" exhibition program (Angela Palladino), Box 7 Folder 5

"Why Russia" script and interview transcripts, Box 7 Folder 7

Photograph of Tony Palladino and Robert Brownjohn, Box 10 Folder 10

Coney Island portrait artist, profile portraits of Tony Palladino, George Tscherny, Robert Brownjohn, Tom Geismar, Ivan Chermayeff, and Bob Gill, Box 10 Folder 8

Dot-matrix portrait of Angela Palladino, Box 10 Folder 9

Dot-matrix portrait of Tony Palladino, Box 10 Folder 9

35th Annual Philadelphia Art Directors Club Gold Medal Awards Show poster, Drawer 28 Folder 16

Subseries C: Found objects

(14 records)

Kissenger quote (diffusion transfer), Box 10 Folder 13

"Introduction to Book" —Brian Lang, 9 years old, quote, Box 10 Folder 11

"Sibley" (sheet from Women's Wear Daily, April 15, 1978), Box 10 Folder 12

"Political Repression in Iran" mask (found on street near UN, 1980), Box 7 Folder 12

"Experimental Use" found art, Box 7 Folder 9

"Ovali Extra" found art, Box 7 Folder 10

"Mausoleum for Person Florence" photograph, Box 7 Folder 11

Black Forest Bottle Cap Car Sculpture photograph, Box 7 Folder 8

Tommy Gun in Guitar Case photograph, Box 7 Folder 8

Soldiers photograph, Box 10 Folder 13

Blurry battle drawing, Box 10 Folder 11

Drawing of a church, Box 15 Folder 24

Marilyn Monroe poster, Box 15 Folder 25

Kutzner, Dom und Wolken poster, Box 15 Folder 26

Subseries D: Awards

(1 record)

Miscellaneous Award Certificates, Box 10 Folder 14

Series 3. Slides

Subseries A. Works on paper (2-D artworks)

(1 record)

Miscellaneous slides (MG.06.555–MG.06.763), Box 18

Subseries B. Sculpture

(1 record)

Miscellaneous slides (MG.06.555–MG.06.763), Box 18

Subseries C. Commercial Art

(1 record)

Miscellaneous slides (MG.06.555–MG.06.763), Box 18

Subseries D. Posters

(1 record)

Miscellaneous slides (MG.06.555–MG.06.763), Box 18

Subseries E. Advertisements and promotions

(1 record)

Miscellaneous slides (MG.06.555–MG.06.763), Box 18

Subseries F. Book Jackets

(1 record)

Miscellaneous slides (MG.06.555–MG.06.763), Box 18

Subseries G. Periodicals

(1 record)

Miscellaneous slides (MG.06.555–MG.06.763), Box 18

Subseries H. Identities

(1 record)

Miscellaneous slides (MG.06.555–MG.06.763), Box 18

Subseries I. Invitations and announcements

(1 record)

Miscellaneous slides (MG.06.555–MG.06.763), Box 18

Subseries J. Personal

(1 record)

Miscellaneous slides (MG.06.555-MG.06.763), Box 18