

Fred Troller Collection

Collection, MG.15

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Abstract

Fred Troller (1930-2002) was an influential designer who emigrated to the United States from Switzerland. He worked as design director for the Geigy Chemical Corporation in New York in the 1960s; in 1968 he opened his own studio, Troller Associates, in Rye, New York. Troller taught at SVA in the late 1960s; from 1988 to 2000 he was the chairman of the division of design at Alfred University. He was also a painter and sculptor and exhibited his work at Grace Borgenicht Gallery in New York.

Scope And Contents

The Fred Troller Collection consists of 12 posters and 8 brochures.

General Physical Description

One folder.

Restrictions

This collection is open for research.

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Preferred Citation

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Acquisition Information

The Fred Troller Collection was acquired as a gift from Beatrice Troller.

Author/Processed By

Processed by Beth Kleber.

Collection Contents

Fred Troller Collection

Series 1. Posters

(12 records)

IBM. Security is... Need to Know,

IBM. Security is... Full-time Awareness,

IBM. Security is... Protecting Your Password,
IBM. Security is... Selective Protection,
IBM. Security is... Classifying Information Properly,
IBM Benefits... There When You Need Them... Hospitalization,
IBM Benefits... There When You Need Them... Medical,
United Way: People Helping People,
United States Savings Bond Campaign. Start Now: Join the Payroll Savings Plan,
United States Savings Bond Campaign. Look Ahead: Buy U.S. Savings Bonds,
Fred Troller: Recent Sculpture (Borgenicht Gallery, January 6-26, 1968) poster,
Fred Troller: Recent Sculpture (Borgenicht Gallery, October 26 - November 13, 1965) poster,

Series 2. Other Print Material

(8 records)

Troller Associates promotional brochure,
IBM. Data Processor, May 1976,
IBM. Viewpoint, July/August 1976,
Memorial Sloan Kettering. Symbol of Hope promotional booklet,
United Nations. 25 UN promotional booklet cover,
IBM. Direct Access Storage Devices promotional booklet,
Cross Sclare New York at Work for Print New York promotional booklet,
Lippincott and Margulies. Sense 66: Marketing Quicksand: the 70s,