

## George Tscherny Collection

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### Collection, MG.08

#### Part Of

Glaser Design Archives > George Tscherny Collection

#### Related To

George Tscherny

#### In Repository

Design Archives

#### Date

1951 - 2014 (Date ranges)

#### Abstract

The work of George Tscherny (1924-2023) is characterized by its elegance, wit, and simplicity. Tscherny began his career in 1950 as a packaging designer for Donald Deskey; he joined George Nelson & Associates in 1953, where his ideas about creativity and graphical problem-solving began to take shape. In 1955, Tscherny opened his own design studio. That same year he taught the first design course at SVA (then called Cartoonists and Illustrators School), a pilot class consisting of thirteen students. Tscherny designed the first SVA poster and logo in 1956 and was instrumental in establishing the school's visual presence in New York City. He redesigned the SVA logo and identity program in 1997. His many corporate clients have included W.R. Grace & Co., Pan Am, Johnson & Johnson, General Dynamics, SEI Corporation, The Ford Foundation, Mobil, and Air Canada.

#### Scope And Contents

The George Tscherny Collection is composed of posters, brochures, annual reports, letterhead, book jackets, and many other printed samples.

Series 1. Posters.

Series 2. Print Materials

Series 3. Three-dimensional designs, including sculptural objects and promotional products.

Series 4. Image files (TIFF, JPEG, EPS, and PSD)

Series 5. Materials by and about Tscherny

Series 6. Additional materials received in 2025; donated by Max Milder.

#### General Physical Description

Twenty-six boxes and one flat file drawer.

#### Restrictions

This collection is open for research.

#### Copyright

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#### Preferred Citation

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## Acquisition Information

The George Tscherny Collection was acquired as a gift from Carla Tscherny. The items in Series 6 were donated in 2025 by Max Milder.

## Author/Processed By

Processed by Zachary Sachs and Beth Kleber.

## Collection Contents

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### George Tscherny Collection

#### Series 1. Posters

(63 records)

- Albert Landry Galleries. Picasso: Lithograph, Drawing, Sculpture poster, Folder freq
- American Federation of Arts. American Traditional Painting, Drawer 9 Folder 1
- Committee for U.S. Participation at the Milan Triennale. U.S.A. at the Triennale, Folder freq
- Connecticut College School of Dance. Connecticut College School of Dance '63, Box 9 Folder 10
- Cystic Fibrosis Foundation. Swim, Box 9 Folder 10
- Davis-Delaney-Arrow. All Together Now: Happy Birthday USA, Drawer 9 Folder 1
- Musee Toulouse Lautrec. Hommage a Toulouse Lautrec, Drawer 9 Folder 1
- General Dynamics Corporation. Tides, Folder freq
- General Dynamics Corporation. Thin Ice, Folder freq
- General Dynamics Corporation. Frontier, Drawer 9 Folder 2
- General Dynamics Corporation. Ocean Ore, Drawer 9 Folder 2
- Goethe House New York. Berlin Now,
- Goethe House New York. Aspects of German Expressionism, Box 9 Folder 10
- Goethe House New York. Germany in the 19th Century, Drawer 9 Folder 2
- J.C. Penney. Direction 70, Folder freq
- Long Island State Park Commission. Nature's Places for People, Drawer 9 Folder 2
- Mobil Corporation. When Havoc Struck, Drawer 9 Folder 12
- Mobil Corporation. When Havoc Struck, Drawer 9 Folder 12
- Monadnock Paper Inc.. Architectural Contrasts on Monadnock's White, Bright Astrolite, Drawer 9 Folder 3
- Monadnock Paper Inc.. NY, Drawer 9 Folder 13
- Monadnock Paper Inc.. NY reverse side, Drawer 9 Folder 13
- Observatoire International Des Prisons. Observatoire International Des Prisons, Box 9 Folder 11
- Overseas National Airways. Let us fly you where the snow is, Drawer 9 Folder 4
- Overseas National Airways. Let us fly you where the fun is, Drawer 9 Folder 4
- Overseas National Airways. Let us fly you where the sun is, Drawer 9 Folder 4
- Overseas National Airways. JET ONA, Drawer 9 Folder 4
- Pan Am El Borincano. Servicio El Borincano de Pan Am, Drawer 9 Folder 5
- San Francisco Clothing. SF (shopping bag), Folder freq
- School of Visual Arts. Congratulations..., Drawer 9 Folder 6
- School of Visual Arts. Yesterday, Today, Tomorrow , Drawer 9 Folder 6

School of Visual Arts. What, Where, When, Drawer 9 Folder 6  
School of Visual Arts. Expand your Vision, Drawer 9 Folder 6  
School of Visual Arts. C&I Art School - Fall Session (orange), Drawer 9 Folder 7  
School of Visual Arts. sVA (name change), Drawer 9 Folder 7  
School of Visual Arts. Science states meanings, art expresses them, Drawer 9 Folder 7  
School of Visual Arts. The heart has its own reasons, Drawer 9 Folder 7  
School of Visual Arts. SVA flag (Inside the studios), Drawer 9 Folder 7  
School of Visual Arts. The Masters Series, Box 9 Folder 12  
School of Visual Arts. Congratulations... (newsprint), Drawer 9 Folder 19  
School of Visual Arts. C&I Art School - Summer Session, Drawer 9 Folder 19  
School of Visual Arts. Announcing ten tuition free, full-time scholarships to high school seniors (10), Box 9 Folder 13  
School of Visual Arts. The work of Robert Weaver (exhibition announcement), Box 9 Folder 12  
School of Visual Arts. Seventeen: Graphic art from the pages of Seventeen magazine exhibition announcement poster, Box 9 Folder 12  
School of Visual Arts. QR code subway poster., Drawer 9 Folder 6  
Simpson Paper Company. Connections, Drawer 9 Folder 8  
San Francisco Museum of Art. William King Sculpture, Folder freq  
Terry Dintenfass Gallery. William King Outdoors, Drawer 9 Folder 8  
The Florman Family. Barnett Plaza, Tampa, Florida, Drawer 9 Folder 8  
The Poster Society. The Poster Then and Now, Box 9 Folder 11  
Tyler School of Art. The Tyler Offset Workshop, Box 9 Folder 11  
United Nations Association of the United States of America. U.N. Day October 24, Box 9 Folder 11  
Carrier Corporation. 1986 New York Special Olympics, Box 9 Folder 10  
W.R. Grace & Co.. Be a smarter starter, Drawer 9 Folder 29  
W.R. Grace & Co.. Get to the point! (Concept), Drawer 9 Folder 9  
W.R. Grace & Co.. Press-sheet - 1984 Annual Report gatefold cover, Drawer 9 Folder 9  
W.R. Grace & Co.. Smarter people create smarter companies, Drawer 9 Folder 27  
W.R. Grace & Co.. Songs for the Holidays, Drawer 9 Folder 27  
W.R. Grace & Co. Sizing up the Eighties, Drawer 9 Folder 9  
W.R. Grace & Co. Herman's World of Sporting Goods (a GRACE Company), Drawer 9 Folder 27  
Voices & Visions / PJ Library. Man's Life Depends on the Trees of the Field, Box 9 Folder 14  
Voices & Visions / PJ Library. Man's Life Depends on the Trees of the Field (smaller version), Box 9 Folder 14  
School of Visual Arts. The School of Visual Arts is Turning 50 This Year (advertisement for special section in Creativity Magazine), Box 9 Folder 13  
School of Visual Arts. C&I Art School - Summer Session (green), Folder freq

## Series 2. Print materials

(342 records)

Pan Am. Fly Drive brochure: Australia / New Zealand; Fly Drive brochure: Europe; Misc. maps and map covers, Box 3 Folder 1  
Pan Am El Borincano. Flight attendants' aprons, Box 3 Folder 3  
School of Visual Arts. Wall calendar 2001, Box 15  
School of Visual Arts. Wall calendar 2005, Box 15

School of Visual Arts. Wall calendar 2008, Box 15

School of Visual Arts. Wall calendar 2009, Box 15

SEI Investments. Solutions for Profitable Growth (4 brochures: Source 3000, Invest 3000, Trade 3000, Trust 3000) (colored stripes), Box 6 Folder 11

SEI Investments. Corporate Identity: Portfolio with Stationery, Signage, Entrance Sculpture, Box 7 Folder 4

Texasgulf. Visitor passes, Box 18 Folder 11

Westing House Broadcasting. Africa: Peace Corps Plus One. Record album cover for one of a series of documentaries, Box 19

Westing House Broadcasting. Viva la Alliance for Progress. Record album cover for one of a series of documentaries, Box 19

Champion Papers. Champion Papers All Purpose Litho - Advertisement, Box 9 Folder 1

Champion Papers. PRIMA magazine insert, Box 1 Folder 1

Champion Papers. Odd & Even, a study of house numbers, Box 1 Folder 4

Champion Papers. Pull and Let Go brochure, Box 1 Folder 3

Champion Papers. Imagination 10; Number 10 in a series of paper promotions, Box 2;2 Folder 1;2

Monadnock Paper Inc.. Architectural Contrasts on Monadnock's White, Bright Astrolite, Box 2 Folder 3

Museum of Modern Art. 1958 Appointment Calendar, Box 1 Folder 7

Museum of Modern Art. 1959 appointment calendar (2), Box 1 Folder 8

Museum of Modern Art. 1960 appointment calendar, Box 1 Folder 9

Museum of Modern Art. Recent Painting USA: The Figure (2), Box 1 Folder 10

Museum of Modern Art. MoMA Portfolio: American Fabrics Exhibition - call for entries with envelope; letterhead; Christmas card (with die-cut), Box 1 Folder 6

Museum of Modern Art. MoMA Portfolio: Family Service Association - MoMA news release, list of participating artists, correspondence, newspaper article, Box 1 Folder 6

Museum of Modern Art. MoMA Portfolio: Family Service Association - alternate poster designs, Box 9 Folder 2

Pan Am. Displays - Inter-Continental Hotels, Box P1

Pan Am. Displays - Pan Am Afirca, Box P2

Pan Am. Displays - Europe display assembly instructions, Box 9 Folder 3

Pan Am. Displays - unmounted sheets, Box 9 Folder 4

Pan Am. Displays - unmounted sheets, Box 9 Folder 5

Pan Am. Displays - Pan Am Europe, Box P3

Pan Am. Displays - Pan Am Europe (large panels), Box P4

Pan Am. Displays - Pan Am Latin America, Box P5

Pan Am. Displays - Pan Am Orient, Box P6

Pan Am. Displays - Pan Am USA, Box P7

Pan Am. Displays - Pan Sun Isles, Box P8

Pan Am. Displays - Pan Am's World Europe (large panels), Box P10

Pan Am. Displays - Pan Am's World Pacific (large panels), Box P11

Pan Am. Pan Am Miscellaneous: Good News at JFK counter card, Box 9 Folder 6

Pan Am. City Map and Guides., Box 3 Folder 2

Pan Am Charter. Pan Am Charter counter card, press release folder, file folder, business card, letterhead & second sheet, #10 envelope, mailing label, kraft envelope (3 sizes), Box 9 Folder 7

Pan Am El Borincano. Pan Am El Borincano miscellaneous in-flight material and timetables: matchbooks, cocktail napkins, dinner napkins, soap, menu, baggage tags, buttons, Box 4

Pan Am El Borincano. Shopping bags, Box 9 Folder 8

Sandy Alexander (offset printer). About Tiles (1989 appointment calendar); About Flowers (1991 appointment calendar); 8+1 (folded poster promoting a new printing press, 1989); 14,500 (folded poster, promoting a 120 page color guide, 1989), Box 5

School of Visual Arts. Portfolio 1 - Miscellaneous SVA Printed Matter, Box 13 Folder 1-15

School of Visual Arts. Portfolio 2 - George Tscherny and the School of Visual Arts: A Designer/Client Relationship, Box 13 Folder 16

School of Visual Arts. Portfolio 3 - The New Signage Program for SVA, 2011, Box 13 Folder 17

School of Visual Arts. Visual Arts Museum: SVA Masters Series Award & Exhibition. Printed materials., Box 11;2 Folder 13;6

School of Visual Arts. Cartoonists & Illustrators (C&I) Art School catalog, Box 11 Folder 14

School of Visual Arts. Drafting / Technical Illustration catalog, Box 11 Folder 15

School of Visual Arts. sVA catalog, Box 11 Folder 16

School of Visual Arts. Catalog 1961-1962, Box 11 Folder 17

School of Visual Arts. "From A School to a College: The History of the School of Visual Arts", Box 11 Folder 20

School of Visual Arts. "Milton Says..." speech reprint, AIGA Design Legends Gala, Box 11 Folder 18

School of Visual Arts. "Congratulations!... Some thoughts on the new identification program" ; "Congratulations. Turning 50 is an Occasion for Celebration" (press folder), Box 13

School of Visual Arts. "Congratulations... Turning 50 is an occasion for great celebration" (New York Times May 12, 1996). Newsprint advertisement (oversize), Box 9 Folder 12

School of Visual Arts. The WORDLESS subway poster. Background on QR code subway poster., Box 11 Folder 21

School of Visual Arts. Appointment calendars (bound and unbound), 2000-2007, Box 13;14;16 Folder 22-23;1-5;1

SEI Investments. 1982 Annual Report, Box 3 Folder 1

SEI Investments. 1983 Annual Report, Box 3 Folder 5

SEI Investments. 1984 Annual Report, Box 3 Folder 6

SEI Investments. 1985 Annual Report, Box 3 Folder 7

SEI Investments. 1986 Annual Report, Box 3 Folder 8

SEI Investments. 1987 Annual Report, Box 3 Folder 9

SEI Investments. 1988 Annual Report, Box 3 Folder 10

SEI Investments. 1989 Annual Report, Box 3 Folder 11

SEI Investments. 1990 Annual Report, Box 6 Folder 1

SEI Investments. 1991 Annual Report, Box 6 Folder 2

SEI Investments. 1992 Annual Report, Box 6 Folder 3

SEI Investments. 1993 Annual Report, Box 6 Folder 4

SEI Investments. 1994 Annual Report, Box 6 Folder 5

SEI Investments. 1995 Annual Report, Box 6 Folder 6

SEI Investments. 1996 Annual Report, Box 6 Folder 6

SEI Investments. Quarterly reports, Box 6 Folder 8

SEI Investments. TrustFunds: advertisements ("Managed by the Best and the Brightest" (6), "...with the help of SEI" (4)), "A Spectrum of Opportunities" brochure (3 copies), portfolio brochures ("Equity," "Fixed Income," "Money Market") , Box 7 Folder 5

SEI Investments. Hirtle, Callaghan & Co. SEI Wealth Management brochure, Box 6 Folder 10

SEI Investments. Hirtle, Callaghan & Co. SEI Wealth Management logo design, Box 6 Folder 9

SEI Investments. Trust 3000 (4 brochures: Source 3000, Invest 3000, Trade 3000, Trust 3000) (circle), Box 7 Folder 1

SEI Investments. Corporate Identity: Card announcing name change and new HQ location, 1996 Annual Report featuring same, Box 7 Folder 2

SEI Investments. Corporate Identity: Graphic Guidelines, Box 7 Folder 3  
SEI Investments. 1992 wall calendar, Box 8  
SEI Investments. TrustFunds (division letterhead, envelopes, stickers), Box 7;2 Folder 6;4  
SEI Investments. LSV Investments (division letterhead), Box 7 Folder 7  
Simpson Paper Company. Dimensions '86 - The Business of Humor (magazine and cards), Box 7 Folder 8  
Strathmore Paper. MESSAGE a labor of love (magazine insert), Box 8 Folder 1  
Strathmore Paper. 1derful (brochure), Box 8 Folder 2  
Strathmore Paper. Executive Correspondence Paper Sampler, Box 8 Folder 3  
Strathmore Paper. Renewal (brochure), Box 8 Folder 4  
Strathmore Paper. Handbook of Strathmore Expressive Text & Cover Papers sampler, Box 7 Folder 9  
W.R. Grace & Co. Portfolio #2: Misc. facility and product identification, Box 8 Folder 7  
W.R. Grace & Co.. Portfolio #1: misc. stationery, forms, promotional letterheads and misc. newsletters, Box 8 Folder 6  
W.R. Grace & Co.. Corporate Identification: Corporate Identification Review 1, Box 8 Folder 8  
W.R. Grace & Co.. Corporate Identification: Graphics Standards/Exterior Building Identification; Our new signature ... and how to use it, Box 8 Folder 9  
W.R. Grace & Co. Corporate Identification: Graphics Standards/Free Standing Signs, Box 8 Folder 10  
W.R. Grace & Co. Corporate Identification: Graphics Standards/Stationery, Box 8 Folder 11  
W.R. Grace & Co. Corporate Identification: Graphics Standards/Vehicles, Box 8 Folder 12  
W.R. Grace & Co. Corporate Identification: Manual (3-ring binder) - Our new signature... and how to use it, Box 8 Folder 5  
W.R. Grace & Co. Corporate Identification: Misc. reproduction forms and aids, Box 8 Folder 13  
W.R. Grace & Co. Corporate Identification: Order Form/Vinyl Letters, Box 8 Folder 13  
W.R. Grace & Co. Corporate Identification: Price Schedule/Free Standing Signs, Box 8 Folder 14  
W.R. Grace & Co. Corporate Identification: Price Schedule/Vehicle Identification Decals, Box 8 Folder 13  
W.R. Grace & Co. Corporate Identification: Set of individual Graphic Standards, Box 8 Folder 13  
W.R. Grace & Co. 1973 Annual Report, Box 8 Folder 14  
W.R. Grace & Co. 1974 Annual Report, Box 8 Folder 14  
W.R. Grace & Co. 1975 Annual Report, Box 8 Folder 14  
W.R. Grace & Co. 1976 Annual Report, Box 8 Folder 14  
W.R. Grace & Co. 1977 Annual Report, Box 8 Folder 15  
W.R. Grace & Co. 1978 Annual Report, Box 8 Folder 15  
W.R. Grace & Co. 1979 Annual Report, Box 10 Folder 1  
W.R. Grace & Co. 1980 Annual Report, Box 10 Folder 1  
W.R. Grace & Co. 1981 Annual Report, Box 10 Folder 1  
W.R. Grace & Co.. 1982 Annual Report, Box 10 Folder 2  
W.R. Grace & Co. 1983 Annual Report, Box 10 Folder 2  
W.R. Grace & Co. 1984 Annual Report, Box 10 Folder 2  
W.R. Grace & Co. 1985 Annual Report, Box 10 Folder 3  
W.R. Grace & Co. 1986 Annual Report, Box 10 Folder 3  
W.R. Grace & Co. 1987 Annual Report, Box 10 Folder 3  
W.R. Grace & Co. 1988 Annual Report, Box 10 Folder 4  
W.R. Grace & Co. 1989 Annual Report, Box 10 Folder 4

W.R. Grace & Co. Davis-Delaney Arrow Inc. Printers and Problem-Solvers. Advertisement in Financial World for the 1978 W.R. Grace annual report designed by Tscherny., Box 10 Folder 8

W.R. Grace & Co. Paper and the Graphic Arts, Volume 51 Number 3. 1965. "Help! I'm Designing An Annual Report," article and cover graphic by Tscherny., Box 10 Folder 6

W.R. Grace & Co. Quotations in periodicals: Innovations In Paper, Volume 2 Number 2. "Annual Reports..." (p. 11); 1984 Mead Annual Report Show Award Winners (p. 5), Box 10 Folder 7

W.R. Grace & Co. "Speaking Out on Annual Reports: Commentaries on the organization and creation of annual reports as compiled by the S.D. Scott Printing Co. Written by Tscherny., Box 10 Folder 5

W.R. Grace & Co. Misc. publications: 1980 corporate directory, 1980 retail directory (two booklets), Box 10 Folder 9

W.R. Grace & Co. Misc. publications: 1982 Quaterly Reports (3 brochures); 1985 Quarterly Reports (3 brochures), Box 10 Folder 10

W.R. Grace & Co. Misc. publications: An Educational Partnership GRACE & Atholton High Schoo (brochure); GRACE Speciality Businesses has moved! (flyer); GRACE COCOA has moved! (flyer); GRACE Specialty Businesses (folder); Songs for the Holidays (mailing sheet), Box 10 Folder 11

W.R. Grace & Co. Misc. publications: GRACE Distribution Services; GRACE in Electronics; GRACE dans le secteur de l'Electronique; La GRACE nel Settore dell'Elettronica; GRACE in der Elektronik (5 booklets), Box 10 Folder 12

School of Visual Arts. Portfolio 4. "The SVA Campus Identity > Image > Reputation: An Analysis", Box 13 Folder 18

School of Visual Arts. Portfolio 5: Exterior and Interior Signage Standards (2012), Box 13 Folder 19

Texasgulf. Name change announcement, Box 18 Folder 10

Texasgulf. House organ - "Texasgulf: We are bringing it all together", Box 18 Folder 10

Texasgulf. Triangle magazine cover, Box 18 Folder 10

Texasgulf. Short hand signature applied to hard hat, Box 18 Folder 10

Texasgulf. You & Tg: Summary of employee benefits, Box 18 Folder 10

Texasgulf. Directory, Box 18 Folder 10

Texasgulf. Visitor passes, Box 18 Folder 11

Texasgulf. Product tags, Box 18 Folder 11

Texasgulf. Message labels, Box 18 Folder 12

Texasgulf. Miscellaneous file folders, Box 18;2 Folder 13;7

Texasgulf. Graphics Standards manual, Box 18

Texasgulf. Graphics Standards manual (abbreviated), Box 18 Folder 14

4 Texasgulf. Typing Standards, Box 18 Folder 14

AGD Communications. Corporate Identity program, Box 16 Folder 2

AGD Communications. Folder containing mailing label, business card, notepaper, news release, letterhead, #10 envelope, Box 16 Folder 2

The Ford Foundation. ff: About the Ford Foundation brochure, Box 17 Folder 12

The Ford Foundation. Mental Health: A Ford Foundation Report, Box 17 Folder 12

The Ford Foundation. The Apprentice Experts brochure, Box 17 Folder 12

The Ford Foundation. The Ford Foundation and Pakistan: A Ford Foundation Pictorial Report, Box 17 Folder 13

The Ford Foundation. etv: A Ford Foundation Pictorial Report, Box 17 Folder 13

The Ford Foundation. 1958 Annual Report, Box 17 Folder 14

The Ford Foundation. 1959 Annual Report, Box 17 Folder 15

The Ford Foundation. 1960 Annual Report, Box 17 Folder 16

The Ford Foundation. 1961 Annual Report, Box 17 Folder 17

Ernst & Whinney. Publications box, Box 16 Folder 4

Ernst & Whinney. Professional Development Program box, Box 16 Folder 3

Ernst & Whinney. Name change announcement and house organ covers, Box 17 Folder 1

Ernst & Whinney. Catalog of publications, Box 17 Folder 2

Ernst & Whinney. Keeping an Eye on Tomorrow brochure, Box 17 Folder 3

Ernst & Whinney. Trends brochure cover, Box 17 Folder 4

Ernst & Whinney. Bankruptcy brochure, Box 17 Folder 5

Ernst & Whinney. Estate Planning for the Busy Executive brochure, Box 17 Folder 6

Ernst & Whinney. Executive Tax Services brochure, Box 17 Folder 7

Ernst & Whinney. Continuing Professional Program for the Business Community brochure cover, Box 17 Folder 8

Ernst & Whinney. The Choice is Yours, the Choice is Easy brochure, Box 17 Folder 9

Ernst & Whinney. Some Things You Want to Know About brochure, Box 17 Folder 10

Ernst & Whinney. Ernst & Whinney's Executive Decision Model brochure, Box 17 Folder 11

Ernst & Whinney. Office Identification folder, Box 17 Folder 11

Interactive Language Teaching / English Express. Postcards teaser promotion (in various languages), Box 18 Folder 1

Interactive Language Teaching / English Express. Record labels, Box 18 Folder 2

Interactive Language Teaching / English Express. Text for slide presentation of design proposals, Box 18 Folder 3

Interactive Language Teaching / English Express. File folder containing business card and miscellaneous stationery, Box 18 Folder 3

Interactive Language Teaching / English Express. Do you speak English? (various language versions), Box 18 Folder 4

Interactive Language Teaching / English Express. Can We Talk? (various language versions), Box 18 Folder 5

Interactive Language Teaching / English Express. How to Use the Course, Box 18 Folder 6

Interactive Language Teaching / English Express. Putting it into Practice, Box 18 Folder 6

Interactive Language Teaching / English Express. What is English Express? (various language versions), Box 18 Folder 7

Interactive Language Teaching / English Express. Getting Started (various language versions), Box 18 Folder 7

Interactive Language Teaching / English Express. Record album, Box 19

Interactive Language Teaching / English Express. Shipping carton, Box 20

IBM. IBM... yesterday and today brochure, Box 18 Folder 15

IBM. Mathematica: A world of numbers... and beyond, Box 18 Folder 15

IBM. Partners in Training... a chance to change a life, Box 18 Folder 15

IBM. An Ongoing Commitment... IBM, Box 18 Folder 15

IBM. IBM: An Ongoing Commitment, Box 18 Folder 15

Poster Society. P.S. Quarterly Journal. Winter 1985-1986, Box 18 Folder 8

Poster Society. P.S. Quarterly Journal. Spring 1986, Box 18 Folder 8

Poster Society. P.S. Quarterly Journal. Summer 1986, Box 18 Folder 9

Poster Society. P.S. Quarterly Journal. Winter 1986-1987, Box 18 Folder 9

Poster Society. PSsst... Journal Supplement. May 1986, Box 18 Folder 9

Poster Society. The Poster Then and Now, Box 18 Folder 9

School of Visual Arts. The image... always has the last word - Roland Barthes, Drawer 9 Folder 6

School of Visual Arts. Commencement Brochures (8), Box 11 Folder 19

Aluminum Association identity program: matchbook, Box 25 Folder 33

Aluminum Association identity program: Graphic Standards manual ("Our New Signature... How It Can Work For You"), Box 25 Folder 34

Aluminum Association identity program: Standards for Aluminum Mill Products brochure cover, Box 25 Folder 34  
Aluminum Association identity program: advertisement ("Look for this signature"), Box 25 Folder 35  
Aluminum Association identity program: signature reproduction form no. 1, Box 25 Folder 35  
Aluminum Association identity program: signature reproduction form no. 2, Box 25 Folder 35  
Aluminum Association identity program: About Aluminum magazine, Fall 1963, Box 25 Folder 36  
Aluminum Association identity program: About Aluminum magazine, Winter/Spring 1964, Box 25 Folder 36  
Aluminum Association identity program: Letterhead and envelope with embossed mark, Box 25 Folder 37  
Aluminum Association identity program: Letterhead and envelopes, Box 25 Folder 37  
Aluminum Association identity program: Photograph of cut-out mark, Box 25 Folder 38  
Aluminum Association identity program: Photograph of stenciled mark, Box 25 Folder 38  
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Aluminum Association identity program: Member plaque (wall mount), Box 22 Folder 1  
American Can Company recruiting brochure ("Join American Can..."), Box 22 Folder 4  
American Can Company 1968 annual report ("American Can Company and Its People"), Box 22 Folder 3  
American Can Company 1967 annual report, Box 22 Folder 3  
American Can Company 1966 annual report, Box 22 Folder 2  
American Can Company 1965 annual report, Box 22 Folder 2  
Aluminum Extrusions stationery - letterhead, envelopes, business card, mailing label, invoice, Box 22 Folder 6  
Aluminum Extrusions advertisement ("Any shape which fits into..."), Box 22 Folder 6  
Bender Management Consultants letterhead and envelope, Box 22 Folder 7  
Bender Management Consultants brochure, Box 22 Folder 7  
Burlington Industries, Inc. 1964 annual report, Box 22 Folder 8  
Burlington Industries, Inc. 1963 annual report, Box 22 Folder 8  
Colgate-Palmolive 1969 annual report, Box 22 Folder 9  
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Colonial Penn Group, Inc. 1971 annual report, Box 22 Folder 10  
Colonial Penn Group, Inc. 1972 annual report, Box 22 Folder 10  
Colonial Penn Group, Inc. 1973 annual report, Box 22 Folder 10  
Colonial Penn Group, Inc. 1974 annual report, Box 22 Folder 11  
Colonial Penn Group, Inc. 1975 annual report, Box 22 Folder 11  
Colonial Penn Group, Inc. 1977 annual report, Box 23 Folder 1  
Colonial Penn Group, Inc. 1976 annual report, Box 23 Folder 1  
Colonial Penn Group, Inc. 1972 quarterly reports, Box 23 Folder 3  
Colonial Penn Group, Inc. 1977 calendar ("In Celebration of Maturity"), Box 23 Folder 3  
Colonial Penn Group, Inc. booklet cover ("The Class of '29"), Box 23 Folder 1  
CPC International, Inc. 1982 annual report, Box 23 Folder 4  
CPC International, Inc. booklet ("Products and Markets in Its 75th Year"), Box 23 Folder 4  
David J. Joseph Company facility brochure, Box 23 Folder 5  
David J. Joseph Company press folder, Box 23 Folder 5  
David J. Joseph Company trade advertisement ("Our Traders Want to Know You"), Box 23 Folder 5  
Lou Dunetz and Paul Lovett, publisher. Benny Goodman and His Orchestra theater program, Box 23 Folder 5

Lou Dunetz and Paul Lovett, publisher. Candide, Box 23 Folder 6  
Lou Dunetz and Paul Lovett, publisher. Dear Liar, Box 23 Folder 7  
Lou Dunetz and Paul Lovett, publisher. The Dublin Players, Box 23 Folder 6  
Lou Dunetz and Paul Lovett, publisher. Francoise Sagan's Le Rendez-Vous Manque, Box 23 Folder 7  
Lou Dunetz and Paul Lovett, publisher. Jerome Robbins' Ballets: USA, Box 2 Folder 8  
Lou Dunetz and Paul Lovett, publisher. Jimmy Durante, Box 23 Folder 8  
Lou Dunetz and Paul Lovett, publisher. Les Ballets Africains, Box 23 Folder 8  
Lou Dunetz and Paul Lovett. Martha Graham, Box 23 Folder 6  
Lou Dunetz and Paul Lovett, publisher. Vienna Philharmonic, Box 23 Folder 9  
Lou Dunetz and Paul Lovett, publisher. Vienna on Parade, Box 23 Folder 9  
Financial Public Relations Association (FPRA) book - "Banking Goes to Market" by John L. Cooley, Box 23 Folder 10  
General Dynamics 1968 annual report, Box 23 Folder 11  
Hampshire College, "Frocks and Curls" exhibition catalog by Carla Tscherny, Box 23 Folder 11  
Herman's Sporting Goods, Inc. 1985 annual report, Box 23 Folder 11  
Georg Jensen Inc. flip book ("Season's Greetings" snowflakes), Box 24 Folder 1  
Georg Jensen Inc. flip book (Hand), Box 24 Folder 1  
J.C. Penney booklet ("Direction 70"), Box 24 Folder 2  
Overseas National Airways (ONA). JET ONA zippered plastic envelope, Box 24 Folder 5  
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Overseas National Airways (ONA). 1968 Annual Report, Box 25 Folder 43  
Overseas National Airways (ONA). 1969 Annual Report, Box 25 Folder 43  
Overseas National Airways (ONA). 1970 Annual Report (scrapped version), Box 25 Folder 44  
Overseas National Airways (ONA). 1970 Annual Report, Box 25 Folder 44  
Overseas National Airways (ONA). 1969 Quarterly Reports (March, June, September), Box 25 Folder 44  
Overseas National Airways (ONA). Supplemental Airline Directory, Box 24 Folder 6  
Overseas National Airways (ONA). Boarding pass and ticket, Box 24 Folder 6  
Overseas National Airways (ONA). File folder with miscellaneous stationery items, Box 24 Folder 6  
Overseas National Airways (ONA). Graphics Manual, Box 24 Folder 6  
Overseas National Airways (ONA). Holiday card (snowflake/plane), Box 24 Folder 6  
PKL Limited. Promotional brochure ("Why Invest or Rent in London"), Box 25 Folder 39  
Saturday Evening Post, February 3, 1962. Illustration for "Report on a Hero" (complete issue, engraver's proof, tear sheet), Box 24 Folder 7  
Saturday Evening Post, July 28-August 1, 1962. Illustration for "When Irish Eyes Are Angry" (complete issue), Box 24 Folder 7  
Saturday Evening Post, c. 1962. Illustration for "The Southpaw Safecracker" (engraver's proof), Box 24 Folder 7  
Warwick, Welsh and Miller. Facility brochure ("John Warwick Talks about Warwick, Welsh and Miller"), Box 25 Folder 40  
Weidlinger Associates (WA) / Consulting Engineers. File folder with miscellaneous stationery, Box 25 Folder 40  
Weidlinger Associates (WA) / Consulting Engineers. Facility brochure, Box 25 Folder 40  
"Let Your Fingers Do the Walking" die-cut interactive greeting card, Box 25 Folder 24  
Esso. 1961 calendar cover, Box 25 Folder 25  
Fanon Electronic Sales Corp. Letterhead, Box 25 Folder 26  
Birth announcement for Nadia Tscherny, Box 25 Folder 27

Birth announcement for Carla Tscherny, Box 25 Folder 27

Birth announcement for Max Milder, Box 25 Folder 27

Holiday card "Season's Greetings from Nadia, Sonia and George Tscherny" (brush drawing of pine cone), Box 25 Folder 31

New York Society for Ethical Culture. Art Auction Brunch invitation, Box 25 Folder 28

TSCHER US Patent Pending (from Humor in Photography, published by Alliance Graphique Internationale (AGI)), Box 25 Folder 29

War Stories: Commemorative postage stamp and Johnson & Johnson annual report cover, Box 25 Folder 4

Season's Greetings postcard, Box 25 Folder 31

Book Jackets portfolio: Into the Forest by Roderick Thorp (Random House), Box 25 Folder 32

Book Jackets portfolio: Sacred and Profane Beauty: The Holy in Art by Gerardus van der Leeuw (Holt Rinehart and Winston), Box 25 Folder 32

Book Jackets portfolio: The Historical Road of Eastern Orthodoxy by Alexander Schmemann (Holt Rinehart and Winston), Box 25 Folder 32

Book Jackets portfolio: Symbiosis by T.C. Cheng (Pegasus), Box 25 Folder 32

Book Jackets portfolio: Birth Control by Garrett Hardin (Pegasus), Box 25 Folder 32

Book Jackets portfolio: Christian Sacraments and Christian Personality by Bernard J. Cooke (Holt Rinehart and Winston), Box 25 Folder 32

Book Jackets portfolio: Midland edited by Paul Engle (Random House), Box 25 Folder 32

Book Jackets portfolio: Animal Courtship by Maurice Burton (Praeger), Box 25 Folder 32

Book Jackets portfolio: In Defense of Ignorance by Karl Shapiro (Random House), Box 25 Folder 32

Book Jackets portfolio: The Selected Letters of William Carlos Williams edited by John C. Thirlwall (McDowell, Obolensky), Box 25 Folder 32

Book Jackets portfolio: Human Heredity and Birth Defects by E. Peter Volpe (Pegasus), Box 25 Folder 32

Book Jackets portfolio: Al Servicio de Europa by Angel Vinas, Box 25 Folder 32

Theater Program Covers: "bip" Marcel Marceau, Box 24 Folder 8

Theater Program Covers: The National Symphony Orchestra of Mexico, Box 24 Folder 8

Theater Program Covers: West Side Story, Box 24 Folder 8

Theater Program Covers: Jose Greco and his Spanish Ballet, Box 24 Folder 8

Theater Program Covers: The Icelandic Singers, Box 24 Folder 8

American Institute of Graphic Arts (AIGA). "Communication" - Communication Graphics Show Call for Entries, Box 22 Folder 5

New York Times. Newspaper supplement ("The mood is right"), Box 25 Folder 1

American Institute of Graphic Arts (AIGA). "Fifty Years AIGA" Invitational Designer Project, Box 25 Folder 2

American Institute of Graphic Arts (AIGA). "Humanize Technology" Celebrating AIGA 1914-2014 Invitational Designer Project, Box 24 Folder 9

Art Direction and Studio News. Magazine cover, Box 25 Folder 3

Fidelity Group. Quarterly Reports (2), Box 25 Folder 4

American Institute of Graphic Arts. AIGA Annual dust jacket "Graphic Design USA 14", Box 25 Folder 5

Bergamo Fabrics Inc. Advertisement ("From the raw silk to the finished fabric..."), Box 25 Folder 6

Bergamo Fabrics Inc. Advertisement ("We have moved!"), Box 25 Folder 6

Bergamo Fabrics Inc. Advertisement ("Spiral"), Box 25 Folder 6

Georg Jensen Inc. Greeting card folio containing 3 prints ("A happy... from..."), Box 25 Folder 7

Print magazine. Magazine insert ("Yes Yes Yes"), Box 25 Folder 8

Kennecott Copper Corp. Recruiting brochure cover ("On the go"), Box 25 Folder 9

Narco Scientific Industries. 1969 Annual Report cover, Box 25 Folder 10

"Mutual Sunset" catalog cover, Box 25 Folder 11

Colgate-Palmolive Company. Logo, Box 25 Folder 12

The Markle Foundation. Letterhead and envelope, Box 25 Folder 13

Norman Diekman. Letterhead, Box 25 Folder 14

J.C. Penney Company. Letterhead, Box 25 Folder 15

Albert Landry Associates. Letterhead, Box 25 Folder 16

Kerry Bate Bookbinding and Restoration. Letterhead and interactive business card, Box 25 Folder 17

Lexol. Lexol for Leather packaging (photograph), Box 25 Folder 18

United Aircraft. Interim Graphics Manual, Box 2 Folder 9

United Aircraft. Corporate identity material: kraft mailing envelope and file folder, Box 2 Folder 9

School of Visual Arts. Drawn numbers for SVA long calendars (binder), Box 13 Folder 20-21

Johnson & Johnson 1976 annual report ("Focus on Management"), Box 24 Folder 3

Johnson & Johnson 1977 annual report ("Helping People Learn"), Box 24 Folder 3

Mickelberry Corporation 1989 annual report ("Initiative Enterprise Creativity"), Box 24 Folder 4

North American Rockwell 1970 annual report, Box 24 Folder 4

Johnson & Johnson booklet ("Progress in Skin Care: A Special Report"), Box 24 Folder 3

Millipore identity program: corporate identification "sampler" - Stationery Guidelines, Box 25 Folder 21

Millipore identity program: corporate identification "sampler" - Color Guidelines, Box 25 Folder 21

Millipore identity program: corporate identification "sampler" - Typographic Guidelines, Box 25 Folder 21

Millipore identity program: corporate identification "sampler" - Signage Guidelines, Box 25 Folder 21

Millipore identity program: calling card case and photo, Box 25;25 Folder 19;20

Millipore identity program: photograph of signage (die-cut vinyl) on glass door, Box 25 Folder 20

Millipore identity program: grid system for logo reconstruction ("Style Form 1"), Box 25 Folder 22

Millipore identity program: logo reproduction form, Box 25 Folder 22

Millipore identity program: letterhead (Monarch size) and envelope, Box 25 Folder 23

Millipore identity program: letterhead and #10 envelope, Box 25 Folder 23

Millipore identity program: stationery - "News from Millipore" foreign language versions, Box 25 Folder 23

Millipore identity program: stationery - "News from Millipore", Box 25 Folder 23

United Aircraft. Newspaper advertisements, Box 2 Folder 9

Millipore identity program: business card ("Frederic R. Hildebrandt, Executive Vice President"), Box 25 Folder 23

### Series 3. Three-dimensional objects

(8 records)

School of Visual Arts. Maquette of 9 ft high sculpture (1996 logo), with paper scale model and in situ photographs., Box 19

School of Visual Arts. T-shirts (black with grey mark, yellow with red mark), Box 15

School of Visual Arts. 'Dusty' Student Film award. (Bent aluminum 'film strip' with die-cut sprockets), Box 15

School of Visual Arts. 'Dusty' Student Film award., Box 15

School of Visual Arts. Pencil cube, Box 15

School of Visual Arts. Campus Signage Samples (2012), Box 21

Poster Society. Sticky Notes cube pad, Box 19

Salmon package design, Box 15

**Series 4. Digital files**

(148 records)

- Air Canada. Brochure (Lake Louise cover)
- American Can Company. Annual Report
- American Federation of Arts. Jose de Rivera, exhibition catalog,
- American Institute of Graphic Arts (AIGA). Design annual #14 book jacket
- Bender Management Consultants. Logotype
- Bergamo Fabrics. Advertisement
- Bergamo Fabrics. Advertisement (.125page)
- Bravo. Bravo
- Bruno Wiese. Birthday Card
- Chairmasters, Inc.. Chairmasters,
- Champion Papers International. Champion Papers
- Champion Papers International. Imagination 10 (Railroads)
- Champion Papers International. Odd & Even, brochure
- Champion Papers International. Pull and Let Go, brochure
- Changing Faces. Illustrated Book
- Connecticut College. Poster for a dance festival
- Cystic Fibrosis Foundation. Poster
- Dunetz & Lovett, Publisher. Marcel Marceau Program cover
- Dunetz & Lovett, Publisher. Martha Graham, Program Cover
- English Express. Brochure
- English Express. English Express man
- English Express. Record album
- English Express. Shipping Carton (two ides)
- Ernst & Whinney. Name change magazine cover
- Esso. Pocket Calendar
- Ford Foundation. Mental Health Brochure cover
- Fotogenea International. Trademark
- General Dynamics Corporation. Arctic Poster
- Goethe House New York. Germany in the 19th Century,
- Goethe House New York.,
- Goethe House New York (night scene),
- Herman Miller Furniture Co.. .5 Page Advertisement
- Herman Miller Furniture Co.. Advertisement
- Herman Miller Furniture Co.. Advertisement
- Herman Miller Furniture Co.. Advertisement,
- Herman Miller Furniture Co. Advertisement 1953 (photogram),
- Herman Miller Furniture Co.. Hangtag
- IBM. Brochure cover

Interiors Magazine. Cover  
JG Furniture. JG Furniture  
Johnson & Johnson. 1976 Annual Report (Front & Back covers)  
Monadnock Paper Inc.,  
Monadnock Paper Inc.,  
Monadnock Paper Inc.. World Trade Center & church in situ  
Museum of Modern Art. 1958 Appointment Calendar  
Observatoire International des Prisons. ,  
Overseas National Airways. ,  
Pan Am. Pan Am 1  
Pan Am. Pan Am 2  
Pan Am. Pan Am 3  
Pan Am. Pan Am Standup 5  
Picasso Albert Landry Galleries.,  
Putnam Lovell.... 1999 Calendar  
San Francisco Clothing. ,  
Sandy Alexander. 1989 Appointment calendar cover (tiles)  
Sandy Alexander. 1991 Appointment calendar cover (flowers)  
Sandy Alexander. 8+1 mailing piece (unfolded)  
Sandy Alexander (liberty bell),  
School of Visual Arts. 2002 Appointment calendar cover (signs)  
School of Visual Arts. 2003 Appointment calendar (Dark/Light)  
School of Visual Arts. 2004 Appointment Calendar (Public art)  
School of Visual Arts. 2007 Appointment calendar (flowers)  
School of Visual Arts. Aluminum sidewalk sculpture  
School of Visual Arts. Brush Type: answers grayscale  
School of Visual Arts. Brush Type: create grayscale  
School of Visual Arts. Brush Type: help bitmap cropped  
School of Visual Arts. Brush Type: imagine bitmap cropped  
School of Visual Arts. Brush Type: inspire grayscale  
School of Visual Arts. Brush Type: just ask grayscale  
School of Visual Arts. Brush Type: learn grayscale  
School of Visual Arts. Brush Type: listen bitmap cropped  
School of Visual Arts. Brush Type: look  
School of Visual Arts. Brush Type: match bitmap  
School of Visual Arts. Brush Type: mix bitmap  
School of Visual Arts. Brush Type: or  
School of Visual Arts. Brush Type: read 2 bitmap  
School of Visual Arts. Calendar 2006 Back  
School of Visual Arts. Calendar 2006 Front  
School of Visual Arts. Calendar 2008 Photo 1

School of Visual Arts. Calendar 2008 Photo 2  
School of Visual Arts. Calendar 2008 Photo 3  
School of Visual Arts. Calendar Millennium Final Spread 1  
School of Visual Arts. Calendar Millennium Final Spread 2  
School of Visual Arts. Calendar Millennium Spread 1  
School of Visual Arts. Calendar Millennium Spread 2  
School of Visual Arts. Calendar Millennium Spread 3  
School of Visual Arts. Calendar Millennium Spread 4  
School of Visual Arts. Calendar Millennium Spread 5  
School of Visual Arts. Commencement brochure cover  
School of Visual Arts drafting poster.,  
School of Visual Arts Egg poster.,  
School of Visual Arts Expand Your Vision poster 1.,  
School of Visual Arts Expand Your Vision poster 2.,  
School of Visual Arts Expand Your Vision poster 3.,  
School of Visual Arts. Film Award  
School of Visual Arts. Grafik Mag layout  
School of Visual Arts GT & Flower symbol (poster detail).,  
School of Visual Arts. Library Brush Copy  
School of Visual Arts. Millennium  
School of Visual Arts Name Change Poster.,  
School of Visual Arts. Portfolio 2. (This is a PDF version of the portfolio listed in series 2.)  
School of Visual Arts Poster.,  
School of Visual Arts Poster 2.,  
School of Visual Arts Poster 3.,  
School of Visual Arts. SVA Book  
School of Visual Arts. SVA Flower Sculpture  
School of Visual Arts. SVA Sculpture  
School of Visual Arts SVA Subway poster.,  
School of Visual Arts. Tscherny Exhibition Logotype  
School of Visual Arts. Wall Mural  
School of Visual Arts WWW Poster 1.,  
SEI. 1992 Calendar  
SEI. Phaidon Classics sign  
SEI. Phaidon Classics signs  
SEI. Graphic Standards Magazine,  
Simpson Paper Company. Connections poster.,  
Strathmore. Advertisement (Magazine insert)  
Strathmore. DSCN,  
Strathmore. Strathmore Books 1  
Strathmore. Strathmore Books 1 (Low resolution)

Strathmore. Strathmore Books 2  
Strathmore. Strathmore Books 2 (Low resolution)  
Strathmore. Strathmore Envelope 1  
Strathmore. Strathmore Envelope 1 (Low resolution)  
Sunpark. Logotype  
Toulouse Lautrec homage.,  
Triennale (USA at the...).,  
Tscherney. 46th Street office  
Tscherney. 53rd Street office  
UCLA Extension. Catalog cover  
Uris Buildings Corporation. Annual Report,  
US Postal Service. Telephone Commemorative Stamp, Box 25 Folder 30  
W.R. Grace & Co. 1985 2nd Quarter Report  
W.R. Grace & Co. Grace notepad  
W.R. Grace & Co. Graphic Standards, Free Standing Signs,  
W.R. Grace & Co.. Green Barrels  
W.R. Grace & Co. Notepad 1  
W.R. Grace & Co. Notepad 2  
W.R. Grace & Co. Portfolio 1  
W.R. Grace & Co. Portfolio 2  
W.R. Grace & Co. Portfolio 3  
W.R. Grace & Co. Portfolio 4  
W.R. Grace & Co. Portfolio 5  
W.R. Grace & Co. Portrait of a Company  
W.R. Grace & Co. Sonia Umbrella  
W.R. Grace & Co. Trailer Truck (drawing)  
William King. Exhibition Catalog  
Design Built Exhibits. Logo and Shipping Label,

## Series 5. Background Materials

### Subseries A. Scrapbooks

(13 records)

Scrapbook 1. Clippings, tearsheets, articles, statements, correspondence (compiled by Tscherney), Box 10 Folder 13  
Scrapbook 2. Magazine articles (compiled by Tscherney), Box 11 Folder 1  
Pratt Institute exhibition announcement. "The work of George Tscherney", Box 11 Folder 2  
Galerie Blanche. "1+1=3", Box 11 Folder 4  
Graphic Design (reprint), "George Tscherney, Inc.", Box 11 Folder 5  
DA/Direct Advertising (reprint). "Help! I'm Designing An Annual Report", Box 11 Folder 6  
Intergraphis. "Art Kane, George Tscherney, Tomi Ungerer: a photographer, a designer, an illustrator.", Box 11 Folder 7  
Art Directors Club. 1997 Hall of Fame. Booklet, press release, George Tscherney speech., Box 25 Folder 42  
Novum gebrauchsgraphik. George Tscherney (USA)., Box 11 Folder 9

Scrapbook 4. Early History and Professional Biography, Box 11 Folder 10  
Points Along the Way , Box 11 Folder 11  
Design department at SVA - thoughts by George Tscherny, Box 11 Folder 12  
Tscherny, George. Sanders Printing Company. Folio Four: The Work of George Tscherny, Box 1;11 Folder 3

### **Subseries B. Books**

(6 records)

Tscherny, George. Changing Faces. New York: Princeton Architectural Press, 2005., Box 12  
Tscherny, George. Changing Faces. Materials box., Box 15  
Tscherny, George. Changing Faces. Proof copy., Box 15  
Graphic Designers in the USA 3. Universe Books, 1972., Box 12  
Tscherny, George. Where Would The Button Be Without The Button Hole. Rochester, New York: RIT Press, 2008, Box 12  
Tscherny, George. Minimum Means Maximum Meaning (Southeast University Press),

### **Subseries C. Magazine articles**

(31 records)

Industrial Design September 1968, Box 12  
Graphis 161, Box 12  
Graphis 230, Box 12  
Graphis 305, Box 12  
American Artist December 1959, Box 12  
Gebrauchs Graphik 11, Box 12  
Speaking out on Annual Reports, Box 12  
Format 12, Box 12  
HQ (High Quality) April 1986, Box 12  
CA February 1962, Box 12  
Print magazine. May/June 1965., Box 12  
Packaging Design May/June 1968, Box 12  
Industrial Design July/August 1968, Box 12  
Graphik November 1969, Box 12  
Vision October 1977, Box 12  
IDEA 225, Box 12  
IDEA 151, Box 12  
IDEA 94, Box 12  
IDEA 180, Box 12  
Pagina 5, Box 12  
Art Directors Club NY Induction of George Tscherny into the 1997 Hall of Fame. Speech by Silas Rhodes and brochure, Box 25 Folder 7  
Eye magazine, no. 81, Autumn 2011 - article on SVA/Tscherny client/designer relationship, Box 12  
Eye 81. 2011., Box 12  
Novum gebrauchsgraphik October 1975, Box 12  
Novum gebrauchsgraphik May 2001, Box 12

DA (Direct Advertising) Vol. LI, No. 3, Box 11 Folder 6

Graphic Design 8, Box 2 Folder 5

Baseline magazine #62, November 2013. "Six Decades of Graphic Design", Box 25 Folder 41

Print magazine, August 2014. "Designing a Legend: A Lifetime of Influences, Inspiration and Role Models", Box 25 Folder 42

Novum magazine, October 2016. "George Tscherny: Timeless Aesthetics" Q&A, Box 25 Folder 41

"Designing a Legend: A Lifetime of Influences, Inspiration and Role Models," Print magazine galley sheets, Box 9 Folder 9

### **Subseries C. Miscellaneous**

(1 record)

The Graphisme de George Tscherny brochure and invitation, Box 11 Folder 22

## **Series 6. Additional Materials - Print Materials**

(11 records)

Lord Calvert Whiskey (gift decanter designed by George Nelson) packaging, Box 2 Folder 10

Globe Wernicke. Fanfold Gummed Labels packaging, Box 17 Folder 18

Peggy Sage. Psyche Pink Nail Polish packaging, Box 17 Folder 18

Procter and Gamble. Drene Shampoo packaging (2 different), Box 17 Folder 18

Procter and Gamble. Gleem Toothpaste packaging, Box 17 Folder 18

Tscherny family holiday card, Box 2 Folder 10

Herman Miller. ABC of Modern Furniture booklet, Box 18 Folder A

Herman Miller. Herman Miller Comes to Dallas advertisement, Box 17 Folder 21

Herman Miller. Assorted Herman Miller advertisements, Box 2 Folder 9

Howard Miller Clock Company advertisement, Box 17 Folder 19

Herman Miller. Assorted promotional pieces, Box 17 Folder 20