

## Elaine Lustig Cohen Collection

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### Collection, MG.28

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#### Abstract

Elaine Lustig Cohen (1927-2016) was a graphic design pioneer whose work seamlessly integrated modernism with European avant-garde influences. She was one of the leading female designers working in New York in the 1950s. She had a prolific and respected career, designing dozens of book covers, catalogs and logos for clients including Meridian books, Kootz Gallery, and the Jewish Museum.

#### Biographical / Historical Note

Born in 1927 in Jersey City, NJ, Cohen attended Tulane University and the University of Southern California, from which she graduated in 1948 with a fine arts degree. That summer, in Los Angeles, she met the designer Alvin Lustig, and the two were married in December of that year. Cohen worked as Lustig's assistant, setting type and preparing mechanicals, and the two relocated to New York in 1951. After Alvin Lustig's death in 1955, many of his clients asked Cohen to take over their contracts, including Philip Johnson, for the signage of the Seagram Building, the Girl Scouts of America, and Meridian Books, whose publisher, Arthur Cohen, she would eventually marry. Cohen continued to design book covers for Meridian Books until it was sold to World Publishing in 1960, after which she continued her work as a designer for The Jewish Museum, General Motors, and various other clients until 1969, when she left commercial design to focus on her painting and collage work. She did sporadic design work for the rare book shop and gallery, Ex Libris, that she and Arthur ran together until Arthur's death in 1986. (Ex Libris ran for another twelve years after that.) Cohen continued creating artworks, many of which display the same geometric abstraction of her early commercial design and typographic work. In 2011, she was awarded the AIGA medal. She died in 2016.

#### Scope And Contents

The collection comprises mostly printed materials from Cohen's work as a graphic designer. Major clients include Meridian Books, the Jewish Museum and the Kootz Gallery. Works include book jackets, exhibition catalogs, letterhead and other stationery, event invitations and announcements, and brochures.

#### General Physical Description

Four manuscript boxes and four oversize folders.

#### Restrictions

This collection is open for research.

#### Preferred Citation

Elaine Lustig Cohen Collection, [series. item]. Milton Glaser Design Study Center and Archives, Visual Arts Foundation, New York.

#### Acquisition Information

The Elaine Lustig Cohen Collection was acquired as a gift from Tamar Cohen.

#### Author/Processed By

Lawrence Giffin, 2019

## Collection Contents

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### Elaine Lustig Cohen Collection

#### Series 1. Book Design

##### Subseries 1. Meridian Books and Book Jackets

(97 records)

- 3 Jewish Philosophers (JPS), Box 1 Folder 1
- Aesthetics Today, Box 1 Folder 1
- The American Pragmatists, Box 1 Folder 1
- Answer to Job by C.G. Jung, Box 1 Folder 1
- Apes, Angels and Victorians by William Irvine, Box 1 Folder 1
- Aristotle: A Complete Exposition of His Works and Thought, Box 1 Folder 1
- The Autobiography of Edward Gibbon, Box 1 Folder 1
- The Bedbug and Selected Poetry by Vladimir Mayakovsky, Box 1 Folder 2
- The Childhood of Man by Leo Frobenius, Box 1 Folder 2
- Chinese Civilization by Marcel Granet, Box 1 Folder 2
- The Confederacy by Albert D. Kirwan (Meridian Documents of American History), Folder f
- The Conflict of Church and Synagogue by James Parkes, Box 1 Folder 2
- Debates With Historians by Pieter Geyl, Box 1 Folder 3
- The Devil and the Jews by Joshua Trachtenberg (JPS), Box 1 Folder 3
- Dionysus in Paris by Wallace Fowlie, Box 1 Folder 3
- The Disinherited Mind by Erich Heller, Folder f
- The Dissociation of Personality by Morton Prince, Box 1 Folder 3
- Encounters in History by Pieter Geyl, Box 1 Folder 3
- The Federalist, Box 1 Folder 4
- Film Form Film Sense by Sergei Eisenstein, Box 1 Folder 4
- Frank Lloyd Wright: Writings and Buildings (full book), Box 1 Folder 15
- Frank Lloyd Wright: Writings and Buildings (cover only), Box 1 Folder 4
- Freedom, Education, and the Fund by Robert M. Hutchins, Box 1 Folder 4
- Freud and the 20th Century, Box 1 Folder 4
- Freud or Jung? by Edward Glover, Box 1 Folder 4
- Germany's Stepchildren by Solomon Liptzin (JPS), Box 1 Folder 5
- God and the Ways of Knowing by Jean Danielou (Greenwich Editions) (full book), Box 1 Folder 16
- God and the Ways of Knowing by Jean Danielou (Greenwich Editions) (cover only), Box 1 Folder 5
- God in Search of Man, Box 1 Folder 5
- Gods and Heroes of the Greeks by H.J. Rose, Box 1 Folder 5
- Gothic Architecture and Scholasticism by Erwin Panofsky, Box 1 Folder 5
- The Grass Roots of Art by Herbert Read, Box 1 Folder 5
- Hebrew Reborn by Shalom Speigel (JPS), Box 1 Folder 6
- Hellenistic Civilisation by W.W. Tarn, Box 1 Folder 6

History 1 (A Meridian Periodical) (full periodical), Box 1 Folder 17  
History 2 (A Meridian Periodical) (cover only), Box 1 Folder 6  
History 3 (A Meridian Periodical) (cover only), Box 1 Folder 6  
A History of Mediaeval Jewish Philosophy by Isaac Husik (JPS), Box 1 Folder 6  
A History of Militarism by Alfred Vagts (Greenwich), Drawer 82 Folder 23  
The History of Rome by Dero A. Saunders and John H. Collins (Greenwich), Box 1 Folder 6  
A History of the Contemporary Jews From 1900 to the Present by Solomon Grayzel (JPS), Box 1 Folder 6  
A History of the United States from the Ages of Exploration to 1865 (Meridian Documents of American History), Box 1 Folder 6  
The Human Meaning of the Social Sciences, Box 1 Folder 6  
I Remember by Boris Pasternak, Box 1 Folder 7  
The Ideal Reader, Box 1 Folder 7  
Introduction to the Talmud and Midrash by Hermann L. Strack (JPS), Box 1 Folder 7  
The Ironic German: Thomas Mann by Erich Heller, Box 1 Folder 7  
Jerusalem and Rome: The Writings of Josephus, Box 1 Folder 8  
The Jew in the Medieval World by Jacob R. Marcus, Box 1 Folder 8  
The Jewish Marriage Anthology (JPS), Drawer 82 Folder 23  
Jonathan Edwards by Perry Miller, Box 1 Folder 8  
Judaism and Christianity by Leo Baeck (yellow and red) (JPS), Box 1 Folder 8  
Kiddush Ha-Shem and Sabbath Zevi by Sholem Asch (JPS), Box 1 Folder 8  
The King and the Corpse by Heinrich Zimmer, Box 1 Folder 8  
Liturgeries of the Western Church (Living Age Books), Box 1 Folder 8  
A Long Day's Dying by Frederick Buechner, Box 1 Folder 8  
The Making of Europe by Christopher Dawson, Box 1 Folder 9  
Marcel Proust on Art and Literature 1896–1919 by Marcel Proust (Greenwich Editions) (full book), Box 2 Folder 1  
Marcel Proust on Art and Literature 1896–1919 by Marcel Proust (Greenwich Editions) (cover only), Box 1 Folder 9  
Memoirs of a Revolutionist, Box 1 Folder 9  
The Meridian Compact Atlas of the World, Box 1 Folder 9  
Mozart's Librettos, Folder f  
Nationalism and History by Simon Dubnow, Box 1 Folder 10  
The New Architecture of Europe by G.E. Kidder Smith, Box 1 Folder 10  
The New Poets of England and America, Box 1 Folder 10  
The New Science: 3 Complete Works by Max Planck (Greenwich), Box 1 Folder 10  
New York Places and Pleasures by Kate Simon, Box 1 Folder 10  
Newman by Louis Bouyer, Box 1 Folder 10  
The Noble Savage 3 (A Meridian Periodical), Box 1 Folder 10  
The Noble Savage 4 (A Meridian Periodical) (full periodical), Box 1 Folder 18  
The Origins of Totalitarianism by Hannah Arendt, Folder f  
Painting and Reality by Etienne Gilson, Box 1 Folder 11  
The Passover Anthology (JPS), Box 1 Folder 11  
The Persian Letters by Montesquieu (full book), Box 2 Folder 2

The Persian Letters by Montesquieu (cover only), Box 1 Folder 11  
Philosophies of India by Heinrich Zimmer, Box 1 Folder 11  
Philosophy in the Middle Ages: An Introduction by Paul Vignaux, Box 1 Folder 11  
The Philosophy of Spinoza by Harry Austryn Wolfson, Box 1 Folder 11  
The Plays of Christopher Marlowe, Box 1 Folder 11  
Politics: Who Gets What, When, How by Harold Lasswell, Box 1 Folder 11  
Rabbinic Anthology (JPS), Folder f  
The Renaissance by Walter Pater, Box 1 Folder 12  
The Renaissance of the 12th Century by Charles Homer Haskins, Box 1 Folder 12  
A Reviewer's ABC: Collected Criticism of Conrad Aiken from 1916 to the Present (Greenwich Editions) (full book), Box 2 Folder 3  
The Romantic Enlightenment by Geoffrey Clive, Box 1 Folder 12  
The Romantics, Box 1 Folder 12  
Scenes From the Drama of European Literature 6 by Erich Auerbach, Box 1 Folder 13  
The Scrolls from the Dead Sea by Edmund Wilson, Box 1 Folder 13  
The Soul Afire by H.A. Reinhold, Box 1 Folder 13  
St. Thomas Aquinas by Jacques Maritain, Box 1 Folder 13  
Studies in Judaism by Solomon Schechter, Box 1 Folder 13  
Talents and Geniuses by Gilbert Highet, Box 1 Folder 14  
The Varieties of History, Box 1 Folder 14  
William James: Essays on Faith and Morals, Box 1 Folder 14  
Witchcraft by Charles Williams, Box 1 Folder 14  
The World of Odysseus by M. I. Finley, Box 1 Folder 14  
The Zionist Idea (JPS), Box 1 Folder 14

#### **Subseries 2. Miscellaneous Books and Book Jackets**

(13 records)

Ardis Publishing. To Be Presereved Forever by Lev Kopelev, Box 2 Folder 4  
David Godine Publishers. Artists and Enemies: 3 Novellas by Arthur A. Cohen, Drawer 82 Folder 23  
Schocken Books. If Not Now, When?, Box 2 Folder 4  
New Directions. In the Winter of Cities by Tennessee Williams, Box 2 Folder 4  
Harper and Row. The Myth of the Judeo-Christian Tradition by Arthur A. Cohen, Box 2 Folder 4  
Pantheon Books. The Natural and the Supernatural Jew by Arthur A. Cohen, Drawer 82 Folder 23  
Holt, Reinhart and Winston. The New Churches of Europe by G.E. Kidder Smith, Drawer 82 Folder 23  
Dutton. Poems From Deal by David Shapiro, Box 2 Folder 4  
New Directions. The Strange Islands: Poems by Thomas Merton, Box 2 Folder 4  
Crosscurrent Publishing. The Tremendum by Arthur A. Cohen, Drawer 82 Folder 23  
Doubleday. The X in Mexico by Irene Nicholson, Box 2 Folder 4  
Holt Rinehart and Winston. God's Own Junkyard by Peter Blake (full book), Box 2 Folder 5  
From the NRF (Farrar, Straus and Cudahy), Folder f

#### **Series 2. Printed Materials**

### Subseries 4. Exhibition Catalogs

(10 records)

- XXXII International Biennale, Venice. USA, Box 3 Folder 31
- The Jewish Museum. Max Ernst: Sculpture and Recent Painting, Box 3 Folder 32
- The Jewish Museum. Myer Myers: American Silversmith, Box 3 Folder 33
- The Jewish Museum. Philip Guston: Recent Paintings and Drawings, Box 3 Folder 34
- The Jewish Museum. Recent American Sculpture, Box 3 Folder 35
- The Jewish Museum. The Hebrew Bible in Christian, Jewish and Muslim Art, Box 3 Folder 36
- The Jewish Museum. The Silver and Judaica Collection of Mr. and Mrs. M. Zagayski, Box 3 Folder 37
- The Jewish Museum. Yves Klein, Box 3 Folder 38
- The Museum of Modern Art. The Collection of Mr. and Mrs. Ben Heller, Box 3 Folder 39
- The University of Nebraska, Lincoln. Sheldon Memorial Art Gallery. A Selection of Works From the Art Collections at the University of Nebraska. Published on the occasion of the inauguration of the Sheldon Memorial Art Gallery, Box 3 Folder 40

### Subseries 3. Kootz Gallery Announcements

(21 records)

- 3 American Sculptors: Herbert Ferber, David Hare, Ibram Lassaw, Box 3 Folder 13
- Emil Schumacher, Box 3 Folder 14
- Forecast for the 1959-1960 season, Box 3 Folder 15
- Gerard Schneider, Box 3 Folder 16
- Hans Hofmann: Paintings of 1959 oversize brochure, Drawer 82 Folder 24
- Hosiasson (folded poster), Drawer 82 Folder 24
- Kumi Sugai, Box 3 Folder 17
- Kumi Sugai: New Paintings, Box 3 Folder 18
- Kumi Sugai: New Paintings brochure, Box 3 Folder 19
- Kyle Morris: New Paintings, Box 3 Folder 20
- Marca-Relli, Box 3 Folder 21
- Marca-Relli: New Paintings brochure, Box 3 Folder 22
- Mathieu: Paintings of 1958, Box 3 Folder 23
- Phillip Pavia: First One-Man Exhibition of Sculpture brochure, Box 3 Folder 24
- Picasso: Five Master Works, Folder f
- Prelude to 1958-1959 Season, Box 3 Folder 26
- Serpan (folded poster), Drawer 82 Folder 24
- Soulages, Box 3 Folder 27
- William Ronald, Box 3 Folder 28
- Zao Wou-Ki: New Paintings (1959), Folder f
- Zao Wou-Ki: New Paintings (1960), Box 3 Folder 30

### Subseries 5. Stationery

(29 records)

- American-Israel Cultural Foundation, Inc./Jewish Museum of Art letterhead, Box 4 Folder 1
- Arthur A. Cohen E. 69th Street letterhead, Box 4 Folder 2
- Arthur A. Cohen E. 70th Street - envelope, Box 4 Folder 2

Arthur A. Cohen E. 85th Street - envelope, Box 4 Folder 2  
Arthur J. Katz - letterhead and envelope, Box 4 Folder 3  
Arthur L. Loeb - envelope, Box 4 Folder 4  
Beth Israel Medical Center: Beth Renfield Center for Nurses - letterhead and logo, Box 4 Folder 5  
Bioquest: A Division of Becton, Dickinson and Company - business card, Box 4 Folder 6  
Columbia University HMLI Teachers College envelope, Box 4 Folder 7  
The Delighted Eye - label, Box 4 Folder 8  
Eero Saarinen + Ammann and Whitney - Architect-Engineers for Washington International Airport, Chantilly, Virginia, Box 4 Folder 9  
Elaine Lustig E. 66th Street letterhead and envelope, Box 4 Folder 10  
Elaine Lustig E. 70th Street letterhead, Box 4 Folder 11  
Elaine Lustig E. 86th Street letterhead, Box 4 Folder 12  
Elaine Lustig Cohen E. 70th Street letterhead and envelope, Box 4 Folder 13  
Elaine Lustig Cohen E. 86th Street letterhead and envelope, Box 4 Folder 14  
Emily S. Nathan Public Relations and Publicity letterhead and envelope, Box 4 Folder 15  
Ex Libris: A Division of TJ Art, Inc. letterhead, envelope, label, Box 4 Folder 16  
Farrar, Straus and Cudahy, Inc. letterhead and envelope, Box 4 Folder 17  
George F. Scheer letterhead and envelope, Box 4 Folder 18  
Handicrafts and Handlooms Exports Corporation of India, Ltd. - SONA: The Golden One invitation, envelope, cards, Box 4 Folder 19  
Harold Kaye letterhead, Box 4 Folder 20  
K-C Art Fund envelope and brochure, Box 4 Folder 21  
Lustig and Reich, Inc., Box 4 Folder 22  
Philip Johnson, Box 4 Folder 23  
Richard Meier and Elaine Lustig Cohen Associates, Box 4 Folder 24  
Robert Lee Blaffer Trust envelopes, Box 4 Folder 25  
Spartan Shipbuilding Corporation, Box 4 Folder 26  
TJ Art Incorporated letterhead, Box 4 Folder 27

**Subseries 6. Miscellaneous Printed Materials**

(41 records)

Albany Report brochure and business card (logo), Box 4 Folder 28  
Alvin Lustig: Graphic Design 1936-1955 (American Institute of Graphic Arts) invitation, Box 4 Folder 28  
Elaine and Arthur Cohen. New Year's Day (orange and cloves) party invitation, Box 4 Folder 29  
Elaine and Arthur Cohen. A Party for the New Year (large black 7) invitation, Box 4 Folder 29  
Elaine and Arthur Cohen. New Year's Day party (Jan 1) invitation (oversize), Drawer 82 Folder 21  
Elaine Lustig Cohen. Happy New Year card, Box 4 Folder 29  
Ex Libris. Plastic bag, Drawer 82 Folder 22  
Furman Gallery. Masterworks of African Art catalog, Box 4 Folder 30  
Halftone image of Marcel Proust used on cover of "Marcel Proust on Art and Literature", Drawer 82 Folder 22  
Handicrafts and Handlooms Exports Corporation of India, Ltd. - SONA: The Golden One bag, Drawer 82 Folder 22  
Holt, Rinehart and Winston Inc. Fall/Winter 1964-1965 catalog (owl in tree) cover, Box 4 Folder 31

Holt, Rinehart and Winston Inc. Spring 1965 catalog (owl in tree) cover, Box 4 Folder 31

Holt, Rinehart and Winston Inc. card (owl in tree), Box 4 Folder 31

The House of Seagram. 375 Park Avenue advertisement from Time Magazine, Drawer 82 Folder 22

Joseph A. Seagram and Sons. Address by Edgar M. Bronfman, Box 4 Folder 32

Joseph A. Seagram and Sons. In honor of Mr. Samuel Bronfman on his 70th birthday program and menu, Box 4 Folder 32

Joseph A. Seagram and Sons. Life in Other Worlds (tenth anniversary of the Samuel Bronfman Foundation) program and menu, Box 4 Folder 32

Joseph A. Seagram and Sons. The Future of Man (dedication of new headquarters building) program, Box 4 Folder 32

Lincoln Center For the Performing Arts. Recital Hall brochure, Box 4 Folder 33

Lindenmeyr Schlosser. Only 32 days to Christmas mailer, Box 4 Folder 34

Lindenmeyr Schlosser. Only 47 days to Christmas mailer, Box 4 Folder 34

Lustig and Reich, Inc. promotional booklet and envelope, Box 4 Folder 35

Munson Williams Proctor Institute. Reopening Dinner invitation, Box 4 Folder 36

Munson Williams Proctor Institute. Museum Reopening booklet and large envelope (Philip Johnson, architect), Box 4 Folder 36

Museum of Contemporary Crafts. Forms from Israel exhibition invitation, Box 4 Folder 37

The Museum of Modern Art. The Collection of Mr. and Mrs. Ben Heller (cover only), Drawer 82 Folder 22

National Museum of Israel. A Hilltop in Jerusalem brochure, Box 4 Folder 38

The Negative Way (boxed portfolio of ten lithographs by Paul Brach) announcement, Box 4 Folder 39

Schlumberger. Continuous Dipmeter advertisement, Box 4 Folder 40

Schlumberger. The Eyes of the Oil Industry advertisement, Box 4 Folder 40

Stop Pollution: Clean Streams Mean Water for All flyer, Box 4 Folder 41

Teachers and Writers magazine (cover only), Box 4 Folder 42

U.S. Mail Collections flyer, Box 4 Folder 43

Union Theological Seminary. Drama and the Christian Faith 1960-1961 brochure, Box 4 Folder 44

Union Theological Seminary. Summer Workshops, Drawer 82 Folder 22

University of Nebraska, Lincoln. Sheldon Memorial Art Gallery (Philip Johnson, architect) invitations, label, Box 4 Folder 45

University of Nebraska, Lincoln. Sheldon Memorial Art Gallery booklet, Box 4 Folder 45

The Water Resources Council brochure, Box 4 Folder 46

Whitney Museum of Art. A Program for the New Whitney brochure, Box 4 Folder 47

Ex Libris. "Futurism" catalogue cover proof (complete), Drawer 82 Folder 22

Ex Libris. "Futurism" catalogue cover proof (partial), Drawer 82 Folder 22

### Subseries 1. Meridian Books

(16 records)

Meridian Books. Advertisement from New York Times (1960), Box 3 Folder 1

Meridian Books. Advertisement from Publishers' Weekly (1958), Box 3 Folder 1

Meridian Books. Advertisement from Publishers' Weekly (Fall 1959), Box 3 Folder 1

Meridian Books. Book list Spring 1960 (and complete listing of previous publications), Box 3 Folder 1

Meridian Books. Catalogue 1960, Box 3 Folder 2

Meridian Books. College Catalogue 1961, Box 3 Folder 2

- Meridian Books. Licensing Agreement, Box 3 Folder 3
- Meridian Books. Living Age Books advertisement, Box 3 Folder 3
- Meridian Books. Memo to the Bookseller, Box 3 Drawer 82 Folder 3;21
- Meridian Books. Noble Savage, The; letterhead, envelopes, Box 3 Folder 4
- Meridian Books. Stationery, Box 3 Folder 5
- Meridian Books. Theodore Bikel publication party invitation, Box 3 Folder 6
- Meridian Books. Webster's New World Dictionary, Drawer 82 Folder 21
- Meridian Books. World Brotherhood flyer, Box 3 Folder 6
- Meridian Books. Meridian Periodicals catalogue, Box 3 Folder 2
- Meridian Books. "A millionth anniversary" brochure, Drawer 82 Folder 21

### **Subseries 2. The Jewish Museum**

(13 records)

- The Jewish Museum. Circulating Exhibitions brochure, Box 3 Folder 7
- The Jewish Museum. Habdalah catalog, Box 3 Folder 7
- The Jewish Museum. An Invitation to Membership catalog, Box 3 Folder 7
- The Jewish Museum. Invitation - Hanukkah card, Box 3 Folder 8
- The Jewish Museum. Invitation - Israel Rogosin Lecture (1962-1963), Box 3 Folder 8
- The Jewish Museum. Invitation - Israel Rogosin Lecture (1965), Box 3 Folder 8
- The Jewish Museum. Invitation - Reopening, Box 3 Folder 8
- The Jewish Museum. Invitation - Sixth Annual Queen Esther's Ball (invitation and RSVP), Box 3 Folder 8
- The Jewish Museum. Invitations (miscellaneous), Box 3 Folder 9
- The Jewish Museum. Membership materials, Box 3 Folder 10
- The Jewish Museum. Paper bag, Box 3 Folder 11
- The Jewish Museum. Stationery - envelopes, business card (Hans van Weerer-Griek), compliment card, Box 3 Folder 12
- The Jewish Museum. Membership brochure ("...invites you to become a member"), Box 3 Folder 10

### **Series 3. Personal**

(7 records)

- Elaine Lustig Cohen invitation (Galerie Denise Rene), Box 4 Folder 48
- Elaine Lustig Cohen: Collages invitation (Julie Saul Gallery), Box 4 Folder 48
- Elaine Lustig Cohen: Modern Graphic Designer invitation (Cooper Hewitt), Box 4 Folder 48
- Elaine Lustig Cohen: Recent Paintings invitation (John Bernard Myers Gallery), Box 4 Folder 48
- Elaine Lustig Cohen: Recent Paintings invitation (John Bernard Myers Gallery), Box 4 Folder 48
- The Geometry of Seeing. The Art of Elaine Lustig Cohen 1966-2007 invitation (Pavel Zoubok Gallery + Julie Saul Gallery), Box 4 Folder 48
- Worldview: A Journal of Ethics and Foreign Affairs, Box 4 Folder 49