



Ladislav Sutnar: Pioneer of Information Design

Ildiko Butler Gallery
Fordham University
Oct 5 — Dec 4, 2015

Right Wall

Sutnar, photo by David H. Reider, 1953
from *Ladislav Sutnar - Prague - New York*,
Museum of Decorative Arts in Prague and Argo
Publishers, 2003

Sweet's Catalog Service Binder & Logo
1948 and 1941

**EPI: Why, What, How, Essential Product
Information?**
Brochure & Interior, 1942

The Great Lost Opportunity for Sales
Advertisement, 1954

Utility, Simplicity, Beauty – Effective Design
Advertisement, 1955

Center Wall

RCA Electron Tubes (Tube Division)
Radio Corporation of America, NJ, 1945–46

Robinson Vibration Control
Robinson Aviation, Inc., NY, 1945

Herman Nelson Unit Heaters
The Herman Nelson Corporation, IL, c. 1946

Raymond Concrete Piles
Raymond Concrete Pile Company, NY, c. 1946

Russwin Hardware
Russell & Erwin Division, The American
Hardware Corp, CT, c. 1943

Telechron
Warren Telechron Company, MA, c. 1945

Miniature Precision Bearings
Miniature Precision Bearings, NH, c. 1943

Armstrong Corkboard and Cork Covering
Armstrong Cork Company, PA, c. 1946

Folding Gates
Acorn Wire and Iron Works, Inc., NY, 1956

Wire Mesh Partitions
Acorn Wire and Iron Works, Inc., NY, 1958

General Lighting
General Lighting Co., c. 1950s

Multi-Measure (MM) Metal Enclosures
A&P Metal Products Mfg. Corp., NY, c. 1944

Industrial Coordination
Maurice Holland, Industrial Research Advisor,
c. 1947

Foxboro Industrial Instrumentation
Foxboro Co., MA, 1944

Maxitorq Floating Disc Clutch
The Carlyle Johnson Machine Co., CT, c. 1943

Heavy Sheet Steel Fabricators
Peterson and Neville Inc., MA, c. 1940s

Celotex Cane Fibre Insulation
The Celotex Corporation, IL, 1943

Alemite Industrial Lubrication Equipment
Stewart-Warner Corporation, IL, 1941

Atlantic Flexible Metal Hose
Atlantic Metal Hose Company, NY, c. 1943

**Telechron (Electric Clocks, Time
Control Systems)**
Warren Telechron Company, MA, 1944

**Cuno Continuously Cleanable Filters for
Product Designers**
Cuno Engineering Corporation, 1944

Holtzer-Cabot Communication Systems
The Holtzer-Cabot Electric Co., MA, 1944

Selector Guide, Scoville Condenser Tubes
Scoville Manufacturing Company, CT, 1943

Harco Masts and Towers, interior
Harco Steel Construction Co., Inc., NJ, c. 1944

Armstrong's Industrial Asphalt Tile, interior
Armstrong Cork Company, PA, 1941

Andersen Wood Window Units, interior
Andersen Corporation, MN, early 1940s

Harco Masts and Towers, interior
Harco Steel Construction Co., Inc., NJ, c. 1944

**Cuno Continuously Cleanable Filters for
Product Designers, interior**
Cuno Engineering Corporation, 1944

Herman Nelson Unit Heaters, interior
The Herman Nelson Corporation, Illinois, c. 1946

RCA Electron Tubes, interior
Radio Corporation of America, NJ, c. 1946

Maxitorq Floating Disc Clutch, interior
The Carlyle Johnson Machine Co., CT, c. 1943

Fiat Shower, interior
Fiat Metal Manufacturing Co., c. 1943

Holophane Controlled Lighting, interior
The Holophane Co., Inc., NY, 1942

Wire Mesh Partitions, interior
Acorn Wire and Iron Works, Inc., NY, 1958

Left Wall

RCA Sound Systems, interior
Radio Corporation of America, NJ, 1944

Celotex, interior
The Celotex Corp., IL, c. 1943

**American Standard Plumbing Fixtures
P50, three interiors**
American Radiator & Standard Sanitary
Corp., PA, 1950

**Page Organization, Russwin Unit
Cylinder Locks**
The American Hardware Corp, CT, c. 1943

Russwin Hardware, interior
The American Hardware Corp, CT, c. 1943

The Role of Color, Time Control Systems
Warren Telechron Company, MA, 1944

**Telechron (Electric Clocks, Time Control
Systems), interior**
Warren Telechron Company, MA, 1944

Vitrine

**Design and Paper, No. 13 and No. 19
Controlled Visual Flow and Shape, Line
and Color**
Fraktaly Publishers, Prague, Marquardt &
Company, NY, 2003

**Simplifying Order Production
Catalog Design Guide
Questionnaires and Checklists**
Sweet's Catalog Service, NY, c. 1944

**Catalog Design by Lönberg-Holm
and Sutnar**
Sweet's Catalog Service, NY, 1944
(courtesy of Fordham Visual Arts Dept.)

pd, To Promote Product Design
Sweet's Catalog Service, NY, 1942

**Catalog Design Progress (Publishers
Book Prospectus)**
Sweet's Catalog Service, NY, 1950

**Catalog Design Progress by Lönberg-
Holm and Sutnar**
Sweet's Catalog Service, NY, 1950

*All items except where indicated are
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