

# AIR DIRECTORS ANNUAL

THE

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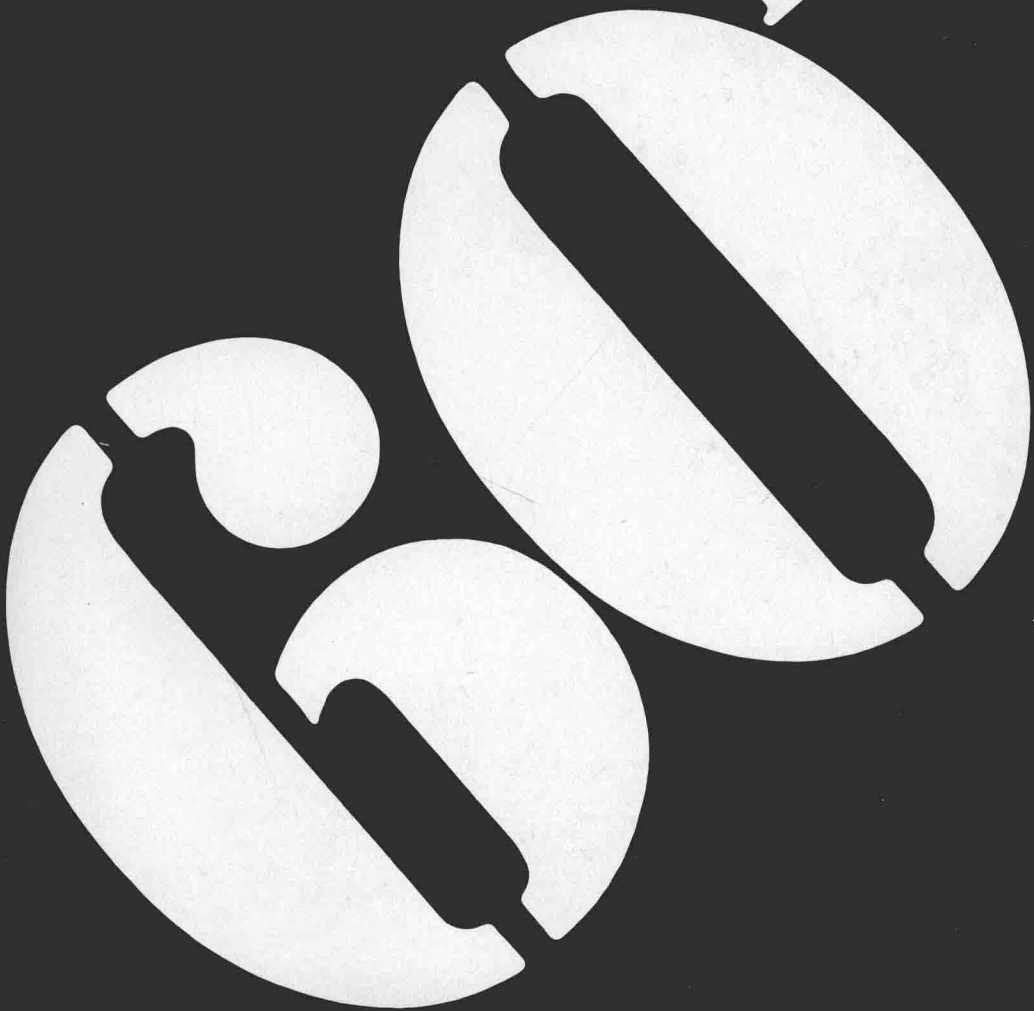
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# AIR DIRECTORS ANNUAL



THE



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## **Massimo Vignelli**

Massimo Vignelli was born in Milan in 1931 and studied at the Brera Academy of Art, Milan, and the School of Architecture, University of Venice.

He has been a member of the Italian Association for Industrial Design (ADI) since its founding in 1956, and served on the Board of Directors from 1960 to 1964.

He is a member of the American Institute of Graphic Arts.

In 1967 he was elected a member of the Alliance Graphique Internationale.

From 1961 to 1965 he was a member of the Study Group of the International Council of Societies of Industrial Design (ICSID), and in 1976-77 served as President of the American Institute of Graphic Arts. Currently he is Vice-President of the Architectural League of New York (since 1973) and a Trustee of the Institute for Architecture and Urban Studies.

Mr. Vignelli has taught at the Institute of Design, Illinois Institute of Technology, Chicago (1958-59); the Design Schools of Milan (1960-64) and Venice (1962-64); the School of Architecture, Columbia University, New York (1967-68); the Philadelphia College of Art (1969); and the Parsons School of Design, New York (1980-81). In 1977 he was Andrew Mellon Visiting Professor at The Cooper Union in New York. Mr. Vignelli has lectured on design in the major cities and universities in the United States as well as in Peking and Shanghai in China.

His awards include the Towle Silversmiths Fellowship in 1957 for product design, and the Compasso d'Oro and the Grand Prix Triennale di Milano for Graphic Design in 1964.

Examples of his graphic and product design are in the permanent collection of the Museum of Modern Art, New York, and a traveling exhibition of his work was organized by the Museum.

In 1960, with his wife Lella, he established the Lella and Massimo Vignelli Office of Design and Architecture in Milan, working in graphics, products, furniture, and interiors for major European companies and institutions.

In 1965 Mr. Vignelli co-founded Unimark International, Corporation for Design and Marketing, of which he was Director and Senior Vice-President for Design.

In 1971 the Vignellis established Vignelli Associates, with an office in New York and liaison offices in Paris and Milan. Mr. Vignelli is President of Vignelli Associates.

In 1978 the Vignellis formed Vignelli Designs, a branch of their organization involved in industrial design.

Their work is represented in many significant design magazines and books in the United States and abroad, and examples of their work have been exhibited in numerous museums, among them: the Museum of Modern Art in New York, the Forth Worth Art Museum, the Corning Glass Museum, the Israel Museum in Jerusalem, the Cooper-Hewitt Museum in New York, and the Renwick Gallery in Washington. Comprehensive shows of their work have been held in Boston, at the Institute for Architecture and Urban Studies in New York, the Art Center College of Design in Los Angeles, the Kansas City Art Institute, the Parsons School of Design in New York, and the Padiglione d'Arte Contemporanea in Milan, Italy.

Lella and Massimo Vignelli were awarded the 1973 Industrial Arts Medal by the American Institute of Architects.

### **Herb Lubalin 1917-1981**

In every industry one person rises above all others to symbolize the state of the art.

To do so for thirty years is an even more exceptional feat. That person in our world has been Herb Lubalin, master of graphics, typography, art and design.

He has delved into, found and made visible for all to see the additional beauty and good taste that can be put into the simplest of things.

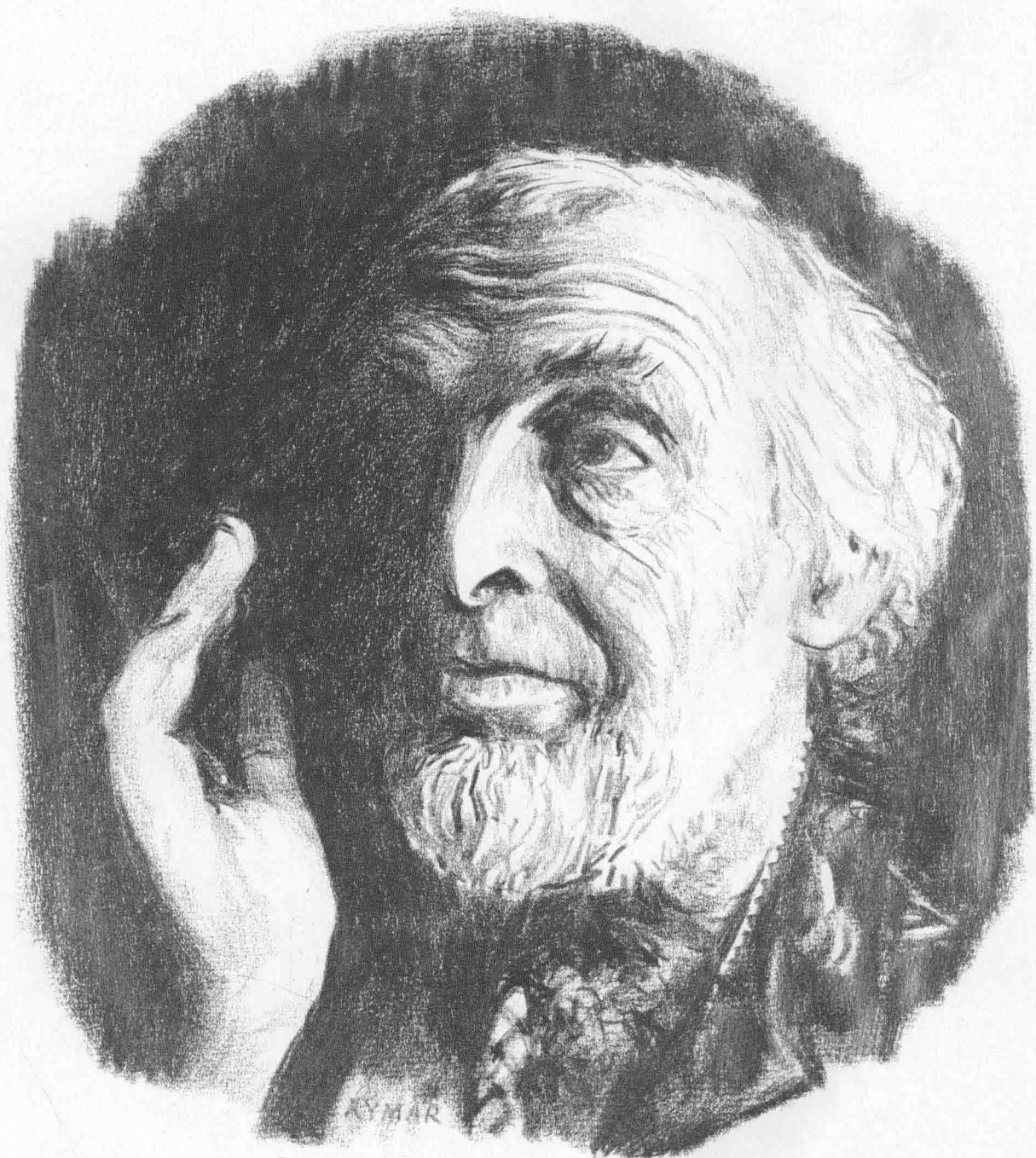
We will surely miss his great talent, style, wit and personality. But the things he has created will live on as goals for us all to work towards.

Herb Lubalin has left his mark on our profession and in the hearts and minds of those who have worked with him, as well as those who will meet him through the things he has done.

Ours is a great loss, but ours was also a great gain for having known Herb Lubalin, each of us became a better Art Director.

Walter Kaprelian  
President

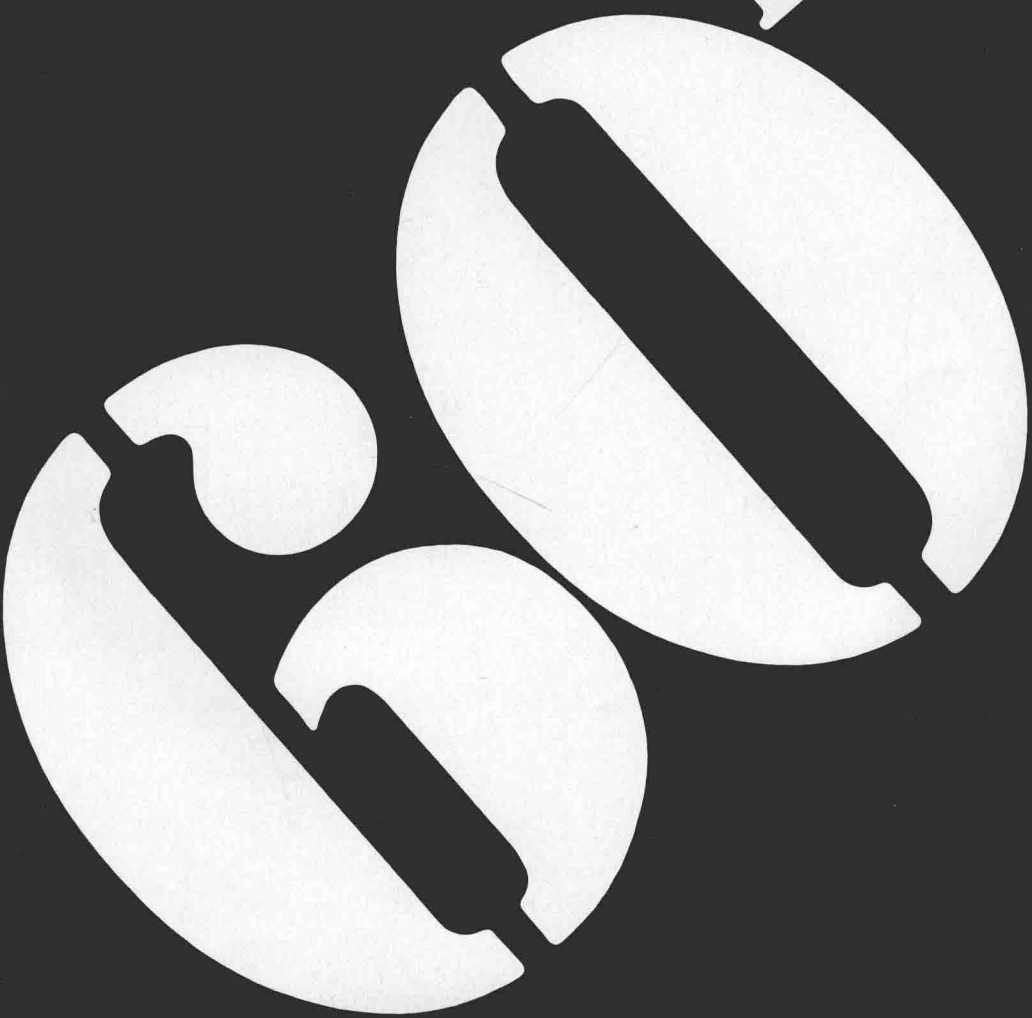






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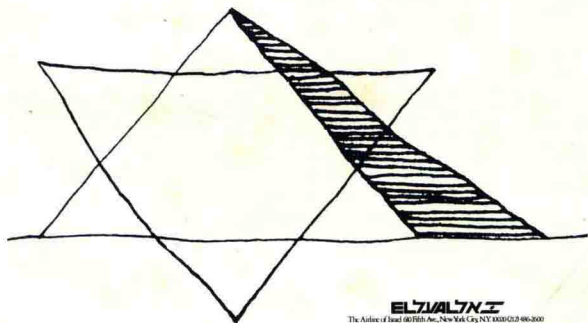


# THE GOLD AWARDS

1 **GOLD**  
Art Director: **Joan Niborg**  
Artist: **Joan Niborg**  
Writer: **Leah Gans**  
Client: **El Al Airlines**  
Agency: **DDB Group Two**

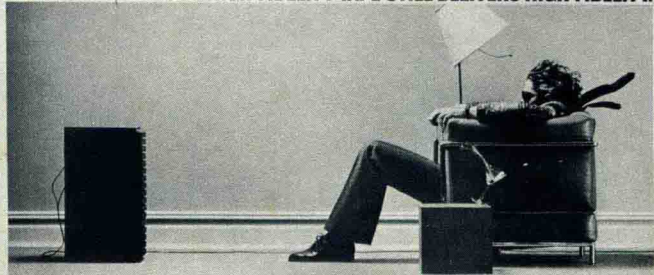
114 **GOLD**  
Art Director: **Lars Anderson**  
Designer: **Lars Anderson**  
Photographer: **Steve Steigman**  
Writer: **Peter Levathes**  
Client: **Maxell Corporation of America**  
Agency: **Scali, McCabe, Sloves, Inc.**

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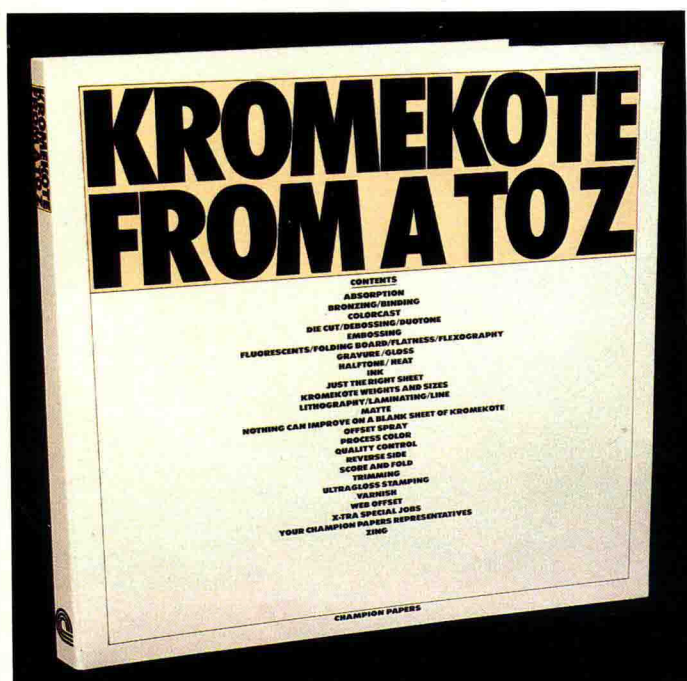


Art Director: **Susanne Walsh**  
 Designer: **Susanne Walsh**  
 Photographer: **Reinhart Wolf**  
 Writer: **Lionel Tiger**  
 Client: **GEO Magazine**  
 Editor: **Thomas Hoepker**  
 Publisher: **Gruner & Jahr USA, Inc.**

Art Director: **Alan Peckolick**  
Designer: **Lubalin Peckolick Assoc. Inc.**  
Photographer: **Frank Moscatti**  
Client: **Grupo Industrial Alfa**  
Agency: **Corporate Annual Reports, Inc.**



Art Director: **Rene Vidmer**  
 Designer: **Rene Vidmer**  
 Photographer: **Various**  
 Artist: **Various**  
 Writer: **Ken Baron**  
 Client: **Champion International Corporation — Paper Division**  
 Agency: **Vidmer Phin Ltd.**



Art Director: **B. Martin Pedersen**  
 Designer: **B. Martin Pedersen**  
 Photographers: **Abe Seltzer**  
 Neon by **Abe Reznej**  
 Artists: **Daniel Pelavin**  
**Gerard Huerta**  
 Writer: **Veronica McNiff**  
 Client: **Martex/West Point Pepperell**  
 Publisher: **Martex/West Point Pepperell**  
 Lettering: **Gerard Huerta**

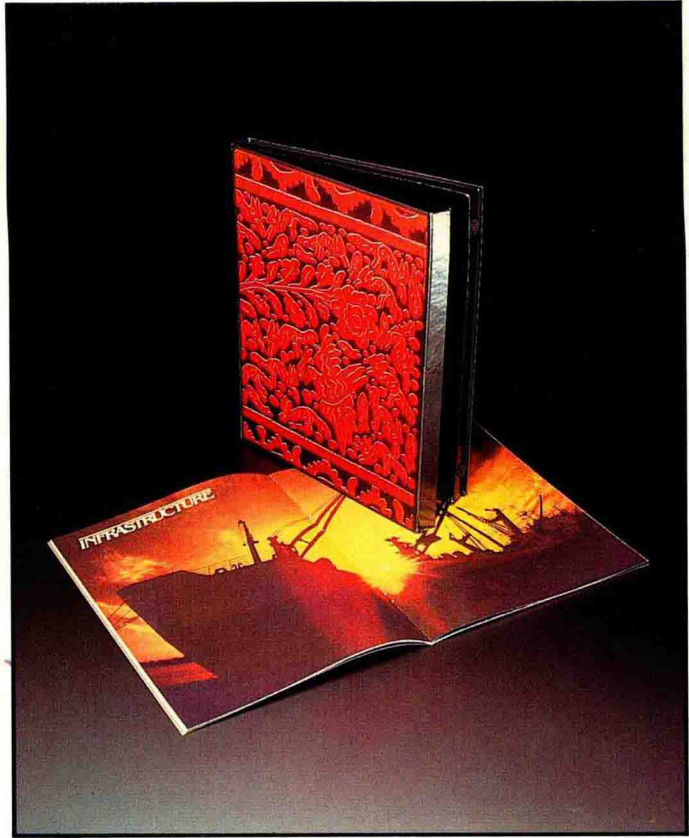




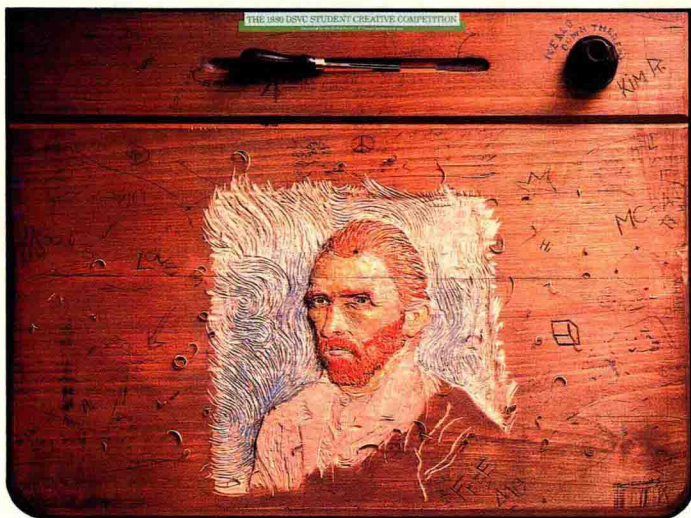
Art Directors: **David November**  
**Marie-Christine Lawrence**  
**John LeProvost**  
Designer: **Marie-Christine Lawrence**  
Photographers: **John LeProvost**  
**Jim Deesing**  
Artists: **Mark Hess, Jim Leprovost**  
**Jim Deesing**  
Writers: **Francis Pinderit, Don Evers**  
**Sherman Adler**  
Client: **CBS Television Network**  
Producer: **Herman Aronson, Tina Dakin**  
**David Zinzi**  
Agency: **CBS Entertainment Promotion Department**



Art Director: **Alan Peckolick**  
Designer: **Lubalin Peckolick Assoc. Inc.**  
Photographer: **Frank Moscatti**  
Client: **Grupo Industrial Alfa**  
Agency: **Corporate Annual Reports, Inc.**



Art Director: **Dick Mitchell**  
 Designer: **Dick Mitchell**  
 Artist: **Dick Mitchell**  
 Writer: **Jim Hradecky**  
 Client: **Dallas Society of Visual Communications**  
 Design Firm: **Richards, Sullivan, Brock & Associates**  
 Agency: **The Richards Group, Inc.**



Art Director: **Warren Eakins**  
 Designer: **Warren Eakins**  
 Photographer: **Tom Stewart**  
 Writer: **Larry Oakner**  
 Client: **Pacific Power and Light Company**  
 Creative Director: **Tania Presby**  
 Agency: **The Pihas, Schmidt, Westerdahl Company**





764 **GOLD**  
 Art Director: **Jud Smith**  
 Designer: **Jud Smith**  
 Photographer: **Dennis Manarchy, Marvy!**  
**Adv. Photography**  
 Artists: **Charlie White III**  
**Dave Willardson**  
 Writer: **Ron Sackett**  
 Client: **Harley-Davidson**  
 Publisher: **Harley-Davidson**  
 Agency: **Carmichael-Lynch, Inc.**

819 **GOLD**  
 Art Director: **Bill Nelson**  
 Designer: **Bill Nelson**  
 Artist: **Bill Nelson**  
 Writer: **Carlton Gunn**  
 Client: **Richmond Advertising Club**

