

Illustration by Works Design Group / David E. Wilkinson  
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By: Hayley Reuben

# Major PAUL RAND Works

**P**eretz Rosenbaum, was born in 1914 Brooklyn New York. After taking classes at Pratt Institute of Art he started working for various magazines and newspapers. After gathering experience Peretz Rosenbaum changed his name to Paul Rand, and went out on his own with about twenty clients. Rand started teaching in 1942 at Cooper Union in New York and later also taught at Pratt Institute of Art and Yale. Rand married his first wife, Ann Rand around the time he started teaching.

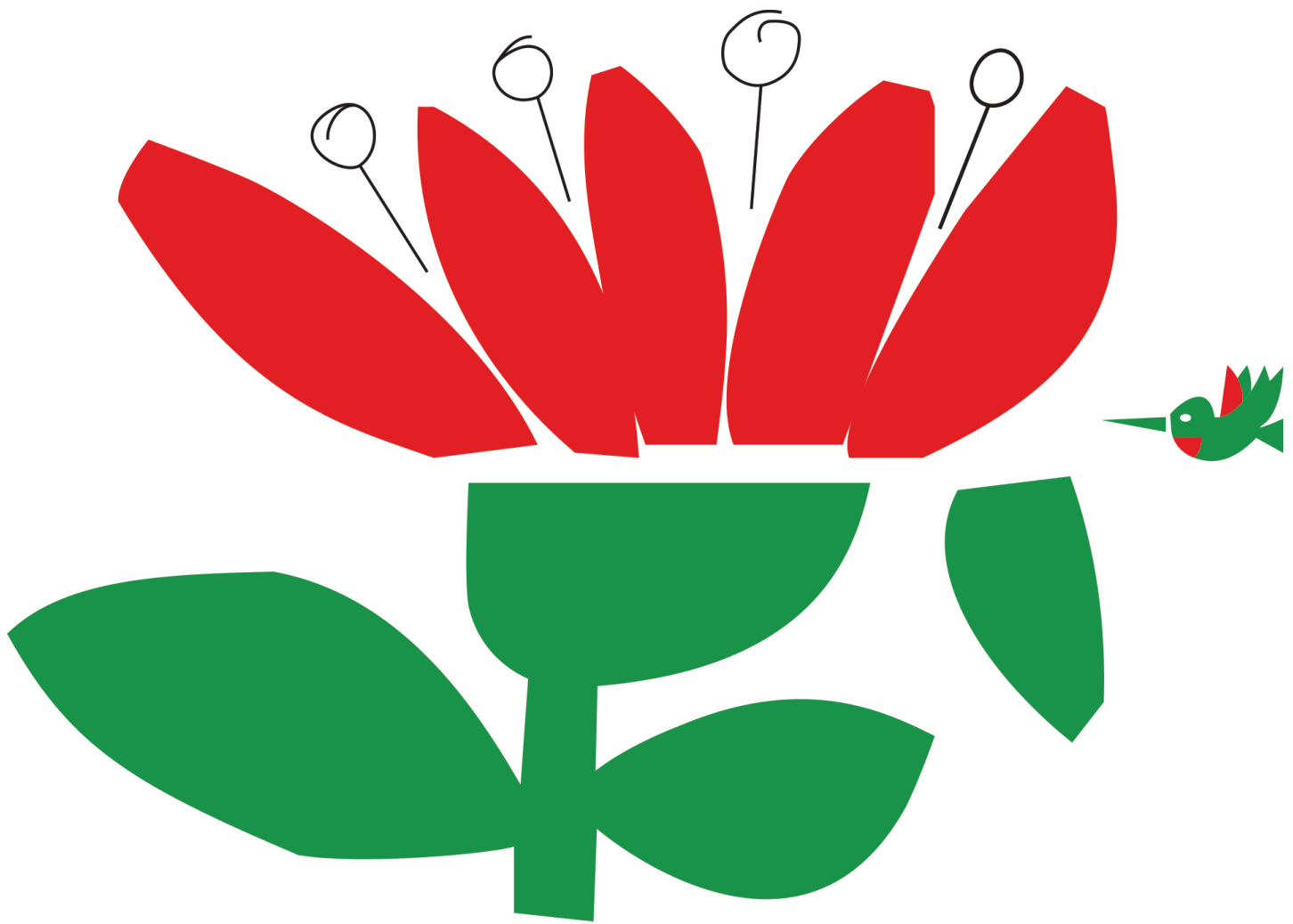
“ *Everything  
is design.  
Everything!!* ”



*Paul Rand*

On previous page: illustration of Paul Rand  
and some of his logo designs

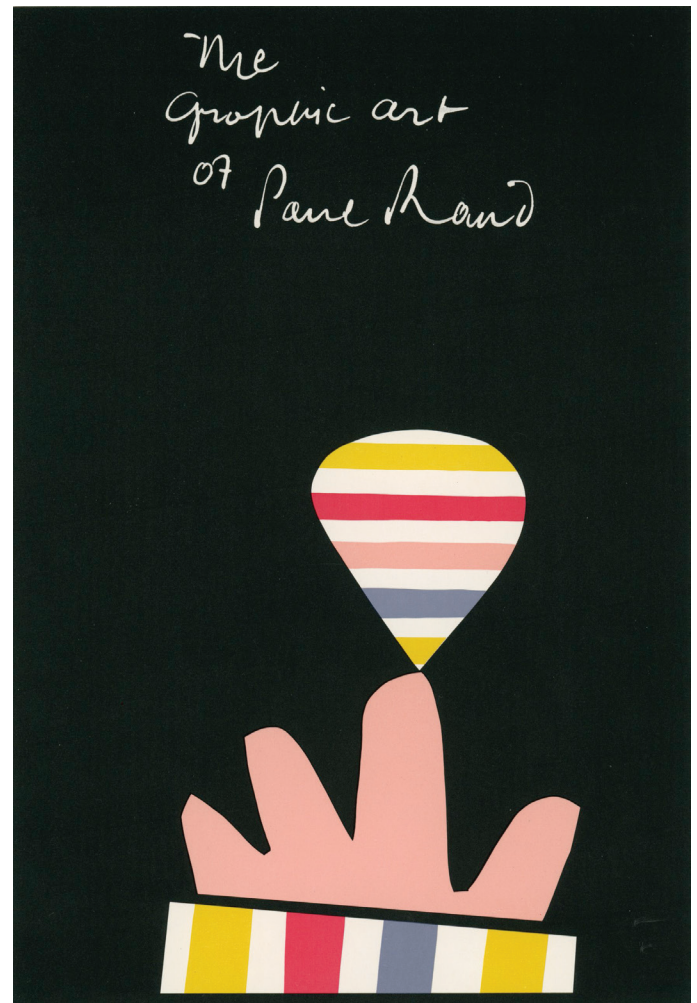
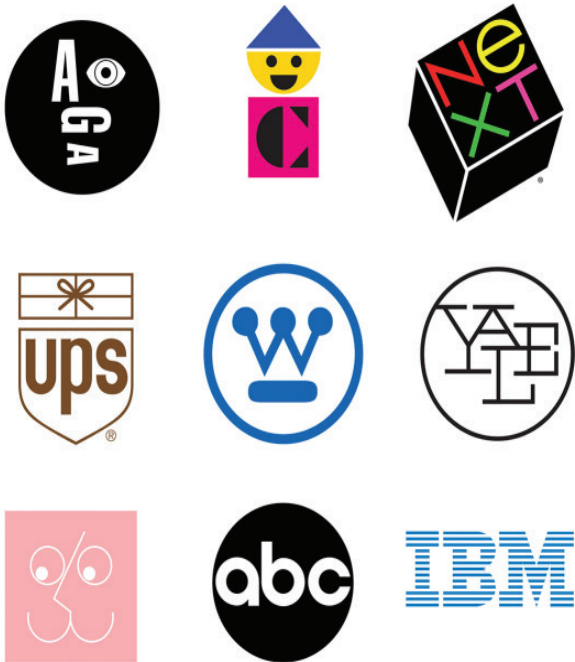
To the right: Illustration by Paul Rand



Ann Rand was an architect who graduated from Illinois Institute of Technology. Shortly after their marriage they started construction of their home at 87 Goodhill road in Weston. In the 1950s Rand was working on a lot of consultations with large corporations such as IBM, UPS, ABC Network, and Cummins engine company. Rand received his first awards in the 50s. The first award was for the house he and his wife designed and built together. Their house was voted the best house award in the United States. His second award was given by the New York Art Directors Club for being one of the top ten designers. Paul and Ann Rand welcomed their daughter, Catherine into the world in 1953 which inspired the proud parents to start writing

and designing children's books in the late 50s. Their first published book was titled "I know a lot of things". They went on to write a number of books until their split. Rand married Marion Swannie, who was the head of the design team at IBM. Rand continued teaching, writing and designing trademarks for companies until his passing in 1996. He received many awards throughout his life, including the AIGA gold award and he was dubbed as the Royal designer for the royals in England. Rand was admitted to multiple halls of fame. On November 26th 1996 Paul Rand's battle with cancer came to an end in Norwalk, CT.

“*Design can be art.  
Design can be aesthetics.  
Design is so simple that’s why  
it’s so complicated.*”



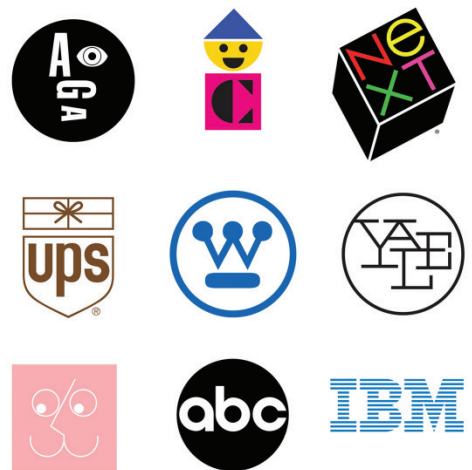
Previous Page: Illustration by Paul Rand  
Above: Logos by Paul Rand  
Right: Illustration by Paul Rand

# RAND

## Major Works

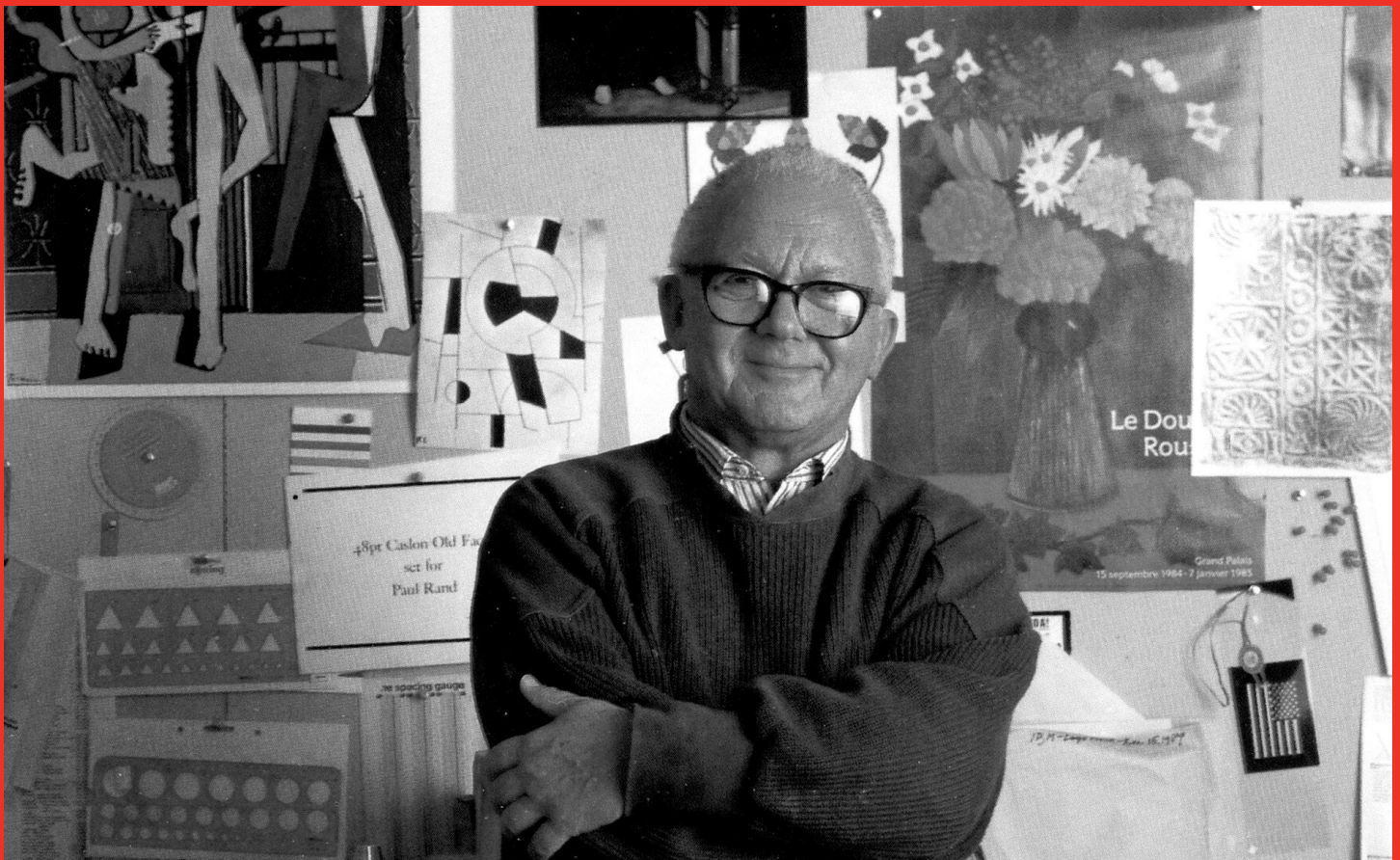
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Above: logos designed by Paul Rand





Above: Paul Rand  
Below: illustration by  
Paul Rand



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