



# Smithsonian

*Archives of American Art*

## Interviews relating to the Container Corporation of America

Archives of American Art  
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## Collection Overview

<b>Repository:</b>	Archives of American Art
<b>Title:</b>	Interviews relating to the Container Corporation of America
<b>Date:</b>	1984-1985
<b>Identifier:</b>	AAA.natiaaiv
<b>Creator:</b>	National Museum of American Art (U.S.) Norelli, Martina Roudabush (Interviewer)
<b>Extent:</b>	9 Items (sound cassettes (partially transcribed))
<b>Language:</b>	English .

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## Administrative Information

### Acquisition Information

Donated 1991 by the National Museum of American Art.

### Restrictions

Use of original papers requires an appointment and is limited to the Archives' Washington, D.C., Research Center. Contact Reference Services for more information.

### Restrictions

Denes and Paepcke interviews are transcribed.

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## Scope and Contents

Interviews of Charles Coiner, Agnes Denes, Leo Leonni, John Vincent Massey, Elizabeth Paepcke (wife of Container President Walter Paepcke), and Edward Warwick, regarding the Container Corporation of America's advertising campaigns and the development of the art collection. Also discussed is the role of the advertising agency N. W. Ayer and Son to the Container Corporation of America. The interviews were conducted by Martina Norelli, associate curator of graphic arts of the National Museum of American Art, in preparation for the exhibition and catalog "Art, Design, and the Modern Corporation," held October 24, 1985-January 19, 1986.

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

### Subjects:

Art and industry  
Designers -- Interviews

Types of Materials:

Interviews  
Sound recordings

Names:

Coiner, Charles T., 1897-  
Container Corporation of America -- Art collections  
Denes, Agnes  
Lionni, Leo, 1910-  
Massey, John, 1931-  
N. W. Ayer and Son  
Paepcke, Elizabeth, 1902-1994  
Paepcke, Walter Paul, 1896-1960  
Warwick, Edward

Occupations:

Designers -- United States