



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Guide to the Dan Friedman Papers

NMAH.AC.1277

NMAH Staff

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Dan Friedman Papers
<b>Date:</b>	1967 - 1995
<b>Identifier:</b>	NMAH.AC.1277
<b>Creator:</b>	Friedman, Dan, 1945-1995
<b>Extent:</b>	16 Cubic feet
<b>Language:</b>	English .

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## Administrative Information

### Acquisition Information

This collection was donated to the museum by the designer's brother, Ken Friedman in 1995.

### Provenance

Transferred to the Archives Center in 2012.

### Related Materials

#### **Cooper-Hewitt, National Design Museum, Drawings and Prints Department**

Hundreds of designs for letterheads, logos, business cards, invitations, greeting cards, furniture, lighting, screens, office interiors, shopping bags and gift boxes, calendars, packaging, weather pattern diagrams and maps, book covers, and posters

#### **Cooper-Hewitt, National Design Museum, Applied Arts Department**

"U.S.A." table and dome-shaped floor lamp.,.

Friedman's work can be found in the collections of the following museums: Museum of Modern Art, New York City; Museum of Decorative Arts, Montreal, Canada; Art Institute of Chicago, Chicago, IL; Seibu, Tokyo; Virginia Museum of Fine Arts, Richmond, VA; and Israel Museum, Jerusalem.

### Processing Information

Collection is unprocessed.

### Preferred Citation

Dan Friedman Papers, 1967-1995, Archives Center, National Museum of American History

### Restrictions

Collection is open for research but is stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at [archivescenter@si.edu](mailto:archivescenter@si.edu) or 202-633-3270.

## Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

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## Biographical / Historical

Educator, graphic and furniture designer. Born in Cleveland, Ohio, 1945. Friedman received a BFA from Carnegie Institute of Technology, Pittsburgh, PA. He studied graphic design at Hochschule fur Gestaltung, Ulm, and studied with Armin Hofmann and Wolfgang Weingart at Allgemeine Gewerbeschule, Basel. Friedman returned to America in 1969 and began his career as graphic designer for large corporations.

He worked with the firm Anspach Grossman Portugal as a senior designer from 1975 to 1977. Friedman contributed significantly to what came to be known as "post-modern" or "new wave" typography in the 1970s. He taught graphic design at Yale University, 1970-73. He became Assistant Professor and Chairman of the Board of Study in Design at the State University of New York at Purchase, 1972-1975. Friedman designed catalogs and brochures for both universities. Friedman worked with Pentagram Design in New York City from 1979 to 1984. He designed corporate identity programs, posters, publications, packaging, letterheads, and logos, for clients such as Citibank, and Williwear.

Friedman was a long-time friend of artist Keith Haring, and designed the book, "Keith Haring", 1982. He was the author of "Dan Friedman: Radical Modernism", 1994, and co-authored with Jeffrey Deitch, "Cultural Geometry", 1988, and "Artificial Nature", 1990. He designed the books "New Italian Design", 1990, and "Post Human", 1992. He also designed furniture, lighting, screens, wall elements, and interiors. Many of his furniture designs were done especially for Galerie Noetu in Paris. Among his best known furniture designs are the 1989 Virgin Screen, 1989 Zoid sofa and chair, and the Three Mile Island lamps.

Friedman served as the Frank Stanton Professor of Graphic Design at the Cooper Union in New York city, from 1994 until his death in 1995.

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## Scope and Contents

General correspondence files contain all communications that do not pertain to a specific project. Because Friedman's personal life and business were so interconnected, many of his business associates also shared personal correspondence with the designer. Materials in this collection document Friedman's work from 1967, as a student, until his death in 1995.

Files that document his affiliations with Yale University and the State University of New York at Purchase include administrative memos, proposals, lecture outlines, syllabi, bibliographies, examples of students' work, and design projects Friedman did for each school. A copy of the goals and objectives of the Division of Visual Arts within the School of the Arts at SUNY Purchase written by Friedman is included.

Project files include business correspondence, invoices, sketches, contracts, clippings, photographs, and slides. In the case of his graphic projects, some samples of stationery and brochures are included. Extensive documentation exists for Friedman's projects for Citibank, WilliWear, National Public Radio, and Bonwit Teller. Some correspondence is in German. Friedman's lecture notes, proposals for articles and books, and drafts of many articles are included. Clippings of articles on the designer and his work are arranged chronologically.

Research files consist of articles and Friedman's notes on topics of interest to him, such as typography, structure, simultaneity, and information theory. Photographs, slides, and transparencies of many of Friedman's projects, his sources of inspiration, and the work of his students are included.

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## Arrangement

Record Groups include:

- 1: General Correspondence
- 2: University Affiliations
- 3: Project Files
- 4: Lectures and Writings
- 5: Clippings
- 6: Research Materials
- 7: Photographs and Slides

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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:

- Book design -- United States
- Corporate image -- Design
- Design education -- United States
- Furniture design -- United States
- Graphic arts -- United States
- Letterheads -- Design
- Logos (Symbols) -- Design
- Packaging -- Design
- Posters -- Design
- Postmodernism -- United States
- Printing
- Signs and symbols -- Design

Types of Materials:

- Articles
- Brochures
- Clippings
- Correspondence
- Financial records
- Lecture notes
- Mechanicals
- Photographs -- 20th century
- Sketches
- Slides
- Speeches
- Stationery
- Statistics
- Transparencies

Names:

- Allgemeie Gewerbeschule

Anspach Grossman Portugal, Inc.  
Bergdorf Goodman (New York, N.Y.)  
Bonwit Teller & Co.  
Citibank (New York, N.Y.)  
Cooper Union for the Advancement of Science and Art  
Cooper-Hewitt Design Archive  
Deitch, Jeffrey  
Gran Fury (Artists' collective)  
Haring, Keith  
Hochschule für Gestaltung (Ulm, Germany)  
Jeffrey Deitch Art Advisory Services  
National Public Radio (U.S.)  
Neotu (Gallery)  
Pentagram Design  
State University of New York at Purchase  
WilliWear (Firm)  
Yale University

Occupations:

Graphic designers  
Packaging designers

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## Container Listing

### File cabinet materials

Box 1	Caldwell Photographic Archives Sheets
Box 2	<a href="#">ITM Corporation - Willi Wear</a>
Box 3	AGI - The Design Process
Box 4	Visible Language Articles - Purchases
Box 5	ACME Sketches for Enamelware - Jeffrey Dietch
Box 6	Deitch - Willi Wear
Box 7	BAM - Gran Bazaar , 1994 - 1995
Box 8	New York Daily News - AIGA, 1983 -

## Loose materials

*Box 9*

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## Boxed files

Box 1	Academic affiliations PCA - Student Work
Box 2	Academic affiliations: Student work V - SUNY Program V
Box 3	Academic affiliations: SUNY program info - Yale memos
Box 4	Academic affiliations: SUNY, PCA
Box 5	Student work/unknown
Box 6	Bio/Research materials: 720 Greenwich St. stationery - Bibliography V
Box 7	Bio/Research materials: Catalogs - India
Box 8	Bio/Research materials: Information Theory I - Mailing List VIII
Box 9	Bio/research: mailing list IX - Newspaper articles III
Box 10	Biographical research: Newspaper clippings, Shows, A-C
Box 11	Biographical/research materials: shows, Ulm - information, 1968
Box 12	Biographical/research materials: Ulm, Information - Weingart, W.
Box 13	Client files: Aeroflow Dynamics - Barneys
Box 14	Client file: Bergdorf-Goodman - Circle
Box 15	Client files: Citibank Ads - Citibank Memos
Box 16	Client files: Citibank Standards - DBL
Box 17	Client files: DBL Reports - Googoplex
Box 18	Client files: GQ - ITM Stationery
Box 19	Client files: Jhane Barnes - Mobiflex Process II
Box 20	Client files: National Endowment - Sardanis/Forbes
Box 21	<a href="#">Client files: Schick - Yanez, Manuel</a>
Box 22	Correspondence, general, by date
Box 23	Correspondence by subjects; correspondence by name, Anita - Hiebert

Box 24	<a href="#">Correspondence by name: Hoffman - Weingart</a>
Box 25	Pentagram
Box 26	Publications
Box 27	Photographs
Box 28	Miscellaneous negatives and slides
Box legal size no. 1	A - D
Box legal size no. 2	E - Pi
Box legal size no. 3	PI - Z
Oversize 1	Mechanicals
Oversize 6	Drawings, sketches
Box A	Books
Oversize 2	Books
Oversize 3	Sketches
Oversize 4	Posters
Box 5	Rockefeller/Willi Wear/Citibank
Oversize 7	Posters

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