



Smithsonian  
*Cooper-Hewitt, National Design Museum*

## Ladislav Sutnar collection, 1927-1976

2011

Smithsonian Libraries  
Smithsonian Libraries  
P.O. Box 37012  
NMAH 1041, MRC 672  
Washington, DC 20013-7012  
AskALibrarian@si.edu  
<http://library.si.edu/libraries>

## Table of Contents

Collection Overview .....	1
Administrative Information .....	1
Biographical/Historical note.....	2
Arrangement note.....	2
Names and Subjects .....	2

---

## Collection Overview

<b>Repository:</b>	Smithsonian Libraries
<b>Title:</b>	Ladislav Sutnar collection
<b>Identifier:</b>	SIL-CH.2001-26-1
<b>Date:</b>	1927-1976
<b>Extent:</b>	85 Cubic feet
<b>Creator:</b>	Sutnar, Ladislav
<b>Language:</b>	Undetermined .
<b>Summary:</b>	Material relates to Sutnar's career including exhibitions, designs for corporate clients, designs for books on packaging design and catalog information. Little office correspondence and personal information is provided. The major part of the collection consists of Sutnar's designs, including logos, letterheads, catalogs, and advertising campaigns for a large number of clients, notably Addo-X, Carr's Department Stores, JC Penney, RCA, and Vera, as well as product and catalog design for Sweet's Catalog Service. Also included are drafts of books, sketches, over 5,000 photographs, photoprints, and photonegatives. Other materials include clippings, page layouts, brochures and booklets about package design and magazine layouts.

---

## Administrative Information

### Acquisition Information

The Sutnar Papers were donated to Cooper-Hewitt, National Design Museum, in 1977 by Radoslav L. Sutnar and Citislav Sutnar.

### Location of Other Archival Materials Note

Cooper-Hewitt National Design Museum, Drawings and Prints Department. Seven posters, one magazine cover, two designs for glassware, and some duplicates of the archival material.

### Location of Other Archival Materials Note

Cooper-Hewitt, National Design Museum, Applied Arts Department. One ceramic coffee service, one glass tea service.

### Location of Other Archival Materials Note

Archives of American Art, Washington, D.C. Business and personal correspondence, biographical data, sketches, photographs, clippings, and other print miscellany, circa 1927-1976.

## Location of Other Archival Materials Note

Rochester Institute of Technology, Rochester, N.Y. Approximately 215 items dating from 1940 to 1970 include printed samples of Sutnar's designs for periodical covers, advertisements, catalogs, books, displays, and posters.

## Location of Other Archival Materials Note

Getty Research Institute for the History of Art and the Humanities, Special Collections, Los Angeles, C.A. Papers relating to Sutnar's designs and exhibitions, 1928-1969.

## Other Finding Aids

54-page Research Guide.

## Restrictions

Unrestricted research use onsite by appointment. Permission of staff required to photograph material.

---

## Biographical Note

Graphic, display, and industrial designer. Born Pilsen, Austro-Hungary (now Plzen, Czech Republic), 9 November 1897. Sutnar immigrated to the United States in 1939. He was inspired by the Bauhaus and was an advocate for a constructivist and functional approach in graphic design stressing simplicity, order, and precision. He was the art editor of the Prague publishing house, "Druzstevni Prace." Sitnar was head designer for the Czech pavilion at 1939 New York World's Fair.

He served as art director for Sweet's Catalog Service from 1941 to 1960. Due to his belief that designers need to be capable of working in many fields of design, Sutnar established his own "full-service" firm in New York City in 1951. He developed a new typography called "information graphics". He was author of "Design for Point of Sale", 1952, "Package Design: The Force of Selling", 1953, and "Visual Design in Action", 1961. Sutnar also created corporate image products for McGraw-Hill and Printex. Died 1976.

---

## Arrangement

Arranged by client account and by material size. A picture reference file is boxed separately.

---

## Names and Subject Terms

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

### Subjects:

Corporate image -- Design  
Design, Industrial -- United States  
Glassware -- Czech Republic -- Bohemia  
Graphic arts -- Czech Republic  
Graphic arts -- United States

Letterheads -- Design  
Logos (Symbols) -- Design  
Packaging -- Design  
Porcelain -- Czech Republic

Types of Materials:

Advertisements  
Brochures  
Correspondence  
Layouts  
Photographs  
Sales catalogs  
Sketches

Names:

Addo-X Business Machines  
Bauhaus -- Influence  
Carr's Department Stores  
Cooper-Hewitt Design Archive  
J.C. Penny Co.  
McGraw-Hill Book Company, inc.  
Printex Corporation  
RCA Corporation  
Sutnar, Ladislav  
Sweet's Catalog Service  
Vera (Company)