

PAUL RAND: THE ART OF DESIGN



Auction

13 September 2018
noon ct

Wright

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PAUL RAND

IBM Golden Circle poster color variant

USA, 1981 | screenprint on paper
35 h × 23½ w in (89 × 60 cm)

This color variant features a black flower instead of a pink flower in the top right of the composition.

Printed signature to upper left: [Paul Rand].

Literature: *A Designer's Art*, Rand, pg. 16 *Paul Rand*, Heller, pg. 169 *Paul Rand: Modernist Design*, Nunoo-Quarcco, pg. 380

Estimate: \$1,000–1,500

Result: \$2,125

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