

# PAUL RAND: THE ART OF DESIGN



## Auction

13 September 2018  
noon ct

## Wright

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## PAUL RAND

trimmed book cover for the Advertising Typography Association of America Type Talks

USA, 1965 | offset lithograph on paper  
9¼ h × 5½ w in (23 × 14 cm)

Rand widely exhibited his work during his lifetime, and reduced covers such as the present lot served as materials for those events.

**Literature:** *Paul Rand: Modernist Design*, Nunoo-Quarcoo, pg. 277

**Estimate:** \$200–300

**Result:** \$750

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