

MIT MEDIA LAB Reminiscences About the Late But Great . . . PAUL RAND

WRITTEN BY MATTHEW WURDEMAN / MIT MEDIA LAB EDITOR



It's safe to say that artist extraordinaire Paul Rand knew what he was doing when he became a design consultant for many large and powerful companies beginning in 1955. By the time he died in 1996, Rand was already a world famous graphic artist known for his cutting edge logos. Media Lab Monthly remembers Rand's honorary visit to the Massachusetts Institute of Technology's Bartos Theatre in November of 1996. Rand's best quote -- from his one and only seminar given --

at MIT was delivered at 10:45 in the morning to a packed house of college students and die hard fans who traveled from all over New England to hear him speak. When asked by moderator John Maeda what "design" is, Rand replied "Design is the method of putting form and content together. Design just as art, has multiple definitions." The logos Rand created -- displayed above -- are a few examples of how graphic design can look cutting edge, yet seem "corporate."