

Acknowledgements Helena Koenigsmarková — 6

Foreword Iva Janáková — 10

Ladislav Sutnar: Info Man Steven Heller — 14

Prague — Iva Janáková — 20

Coming of Age — 22

Working for Popular Education — 28

Pictorial: Puppetry and Stagecraft — 34

Painter and Drawing Teacher — 42

Pictorial: Toys — 46

Pictorial: Build the Town Building Block Set — 50

Stimuli from Germany: the Bauhaus and the New Objectivity — 54

Pictorial: The Bauhaus ABCs — 58

Jan Tschichold — 62

Pictorial: New Typography — 66

a) Výtvarné snahy: Vol. X — 66

b) Typographic Covers — 68

c) Posters — 70

d) Book Series — 74

e) Typophoto: The 1930s Standard — 80

f) Book Structure and Information Flow — 84

g) Book Bindings — 92

h) Business Form Design — 94

In the Community of the Czechoslovak Arts & Crafts Association — 96

Pictorial: Exhibition Design — 102

Pictorial: The Sutnar House — 110

Managing Krásná jizba — 114

Pictorial: Design of Everyday Use Objects — 120

Pictorial: Josef Sudek – Ladislav Sutnar — 132

Visual Education and the State School of Graphics — 142

Pictorial: Ladislav Sutnar's Exhibition, 1934 — 152

New York — Iva Janáková — 160

In the Community of the American-European Avant-garde — 162

Pictorial: Exile — 166

Sweet's Catalog Service — 170

Pictorial: Catalogs — 176

Pictorial: Visual Flow Diagrams — 186

Space-time and Information Flow — 192

Pictorial: Space-time and Information Flow — 198

Teaching at the Pratt Institute — 202

Sutnar Office — 204

Pictorial: Fortune Magazine — 210

Pictorial: Aviation — 212

Pioneering Information Design for Marketing — 216

Pictorial: Merchandise as an Esthetic,

Ethical and Social Problem — 222

Pioneering Corporate Identity — 226

Pictorial: Corporate Identity — 234

Designs for Architecture — 244

Pictorial: Orientation Systems — 248

Fighting Pollution with Design — 252

Pictorial: Ecology — 256

Visual Design in Action — 260

Pictorial: The World of Shape — 264

Affirming Spirituality — 268

Pictorial: Women's Emancipation — 272

Pictorial: Paintings — 274

Essays — 288

Alice Dubsá — Striving for Theater of Cheerful Joy:

Ladislav Sutnar's Puppetry Designs — 290

Iva Janáková — Toy Design — 297

Jan Rous — Living! Design as a New Lifestyle Medium — 303

Milan Hlavěš — Designing Objects of Everyday Use — 311

Iva Janáková — Exhibition Design — 318

Wim de Wit — The Sutnar House:

Prototype for a Minimum Dwelling — 328

Jindřich Toman — An Immensely Interesting Mess:

Ladislav Sutnar and His America — 331

Paul Makovsky — The Space of Information: Collaboration

Between Theodor Larson, Knud Lönberg-Holm and Ladislav Sutnar

at Sweet's Catalog Service — 338

On Sutnar's Design — 349

Jaroslav Anděl — Sutnar's Heritage in the Digital Era — 350

Tomáš Vlček — Paintings, Collages and Prints — 353

About the Authors — 364

Appendices — 366

Chronology — 368

List of Exhibitions — 375

List of Exhibition Designs — 377

List of Prizes — 379

List of U.S. Clients — 380

Bibliography — 381

Editors' Note — 385

Index — 385

Photography Credits — 389

