

CONTENTS

|                                                                                 |    |                                                           |     |                                                                       |     |                                                                          |     |                                                                                         |     |
|---------------------------------------------------------------------------------|----|-----------------------------------------------------------|-----|-----------------------------------------------------------------------|-----|--------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------------|-----|
| <i>Foreword</i><br>KEVIN REAGAN                                                 | 22 | <i>Vorwort</i><br>KEVIN REAGAN                            | 24  | <i>Avant-propos</i><br>KEVIN REAGAN                                   | 26  | <i>School Days</i><br>SCHULZEIT<br>LES ANNÉES D'ÉCOLE                    | 28  | <i>Visualizing Music</i><br>STEVEN HELLER                                               | 32  |
| <i>The Apprentice</i><br>LEHRJAHRE<br>L'APPRENTISSAGE                           | 43 | <i>Musik Wird Bild</i><br>STEVEN HELLER                   | 47  | <i>The Composing Room</i><br>DER COMPOSING ROOM<br>THE COMPOSING ROOM | 58  | <i>Visualiser La Musique</i><br>STEVEN HELLER                            | 60  | <i>The Production Process</i><br>DAS HERSTELLUNGSVERFAHREN<br>LE PROCÉDÉ DE FABRICATION | 71  |
| <i>Remastering Columbia</i><br>DAS EI DER COLUMBIA<br>RECOMPOSITION DE COLUMBIA | 85 | <i>In the Navy</i><br>BEI DER U.S. NAVY<br>DANS LA MARINE | 109 | <i>Packaging Records</i><br>PLATTENHÜLLEN<br>CONDITIONNEMENTDUDISQUE  | 125 | <i>Logos and Letterhead</i><br>LOGOS UND BRIEFKÖPFE<br>LOGOS ET EN-TÊTES | 151 | <i>Poster Design</i><br>PLAKATENTWÜRFE<br>AFFICHES                                      | 165 |

|                                                                               |     |                                                                     |     |                                                                            |     |                                                                |     |                                                           |     |
|-------------------------------------------------------------------------------|-----|---------------------------------------------------------------------|-----|----------------------------------------------------------------------------|-----|----------------------------------------------------------------|-----|-----------------------------------------------------------|-----|
| <i>The Steinweiss Scrawl</i><br>DER STEINWEISS SCRAWL<br>LE STEINWEISS SCRAWL | 179 | <i>Creative Remedies</i><br>KREATIVE HEILMITTEL<br>REMÈDES CRÉATIFS | 193 | <i>Magazines and Books</i><br>ZEITSCHRIFTEN UND BÜCHER<br>LIVRES ET REVUES | 209 | <i>Decca and London</i><br>DECCA UND LONDON<br>DECCA ET LONDON | 231 | <i>Film Titles</i><br>FILMTITEL<br>LE TRAITEMENT DE TITRE | 251 |
|-------------------------------------------------------------------------------|-----|---------------------------------------------------------------------|-----|----------------------------------------------------------------------------|-----|----------------------------------------------------------------|-----|-----------------------------------------------------------|-----|

|                                                                       |     |                                                                                           |     |                                                                              |     |                                                       |     |                                                                        |     |
|-----------------------------------------------------------------------|-----|-------------------------------------------------------------------------------------------|-----|------------------------------------------------------------------------------|-----|-------------------------------------------------------|-----|------------------------------------------------------------------------|-----|
| <i>'Tis the Season</i><br>ES WEIHNACHTET SEHR<br>LA PÉRIODE DES FÊTES | 275 | <i>Design for Distilleries</i><br>DESIGN FÜR HOCHPROZENTIGES<br>DESSINS POUR DISTILLERIES | 293 | <i>Scaling Everest</i><br>DIE BEZWINGUNG VON EVEREST<br>L'ESCALADE D'EVEREST | 317 | <i>Ceramic Art</i><br>KERAMIKKUNST<br>L'ART CÉRAMIQUE | 339 | <i>Homage to Music</i><br>HOMMAGE AN DIE MUSIK<br>HOMMAGE À LA MUSIQUE | 353 |
|-----------------------------------------------------------------------|-----|-------------------------------------------------------------------------------------------|-----|------------------------------------------------------------------------------|-----|-------------------------------------------------------|-----|------------------------------------------------------------------------|-----|

|                                                              |     |                                                                 |     |                                                                                           |     |                                                                       |     |                                                         |     |
|--------------------------------------------------------------|-----|-----------------------------------------------------------------|-----|-------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------|-----|---------------------------------------------------------|-----|
| <i>Collage Series</i><br>COLLAGENSERIE<br>SÉRIES DE COLLAGES | 371 | <i>Tangency Series</i><br>DIE TANGENCY-REIHE<br>SÉRIES TANGENCY | 376 | <i>Alex Steinweiss: A Life</i><br>ALEX STEINWEISS: EIN LEBEN<br>ALEX STEINWEISS : UNE VIE | 398 | <i>Selected Bibliography</i><br>AUSWAHLBIBLIOGRAPHIE<br>BIBLIOGRAPHIE | 416 | <i>Acknowledgments</i><br>DANKSAGUNGEN<br>REMERCIEMENTS | 418 |
|--------------------------------------------------------------|-----|-----------------------------------------------------------------|-----|-------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------|-----|---------------------------------------------------------|-----|