

AN ORIGINAL MASTERMIND Before him, records came in plain brown wrappers. Without him, iPods would only display small black text. Boring! Thank goodness the genius of Alex Steinweiss came along and invented the album cover. Brooklyn-born in 1917, Steinweiss graduated from Parsons and went on to become the very first art director of Powerhouse, Columbia Records. For over three decades Steinweiss created thousands of original works for classical, jazz and pop record covers. He also designed logos, labels and advertisements throughout his thriving career. Editor Kevin Reagan and author/design historian Steven Heller have recently collaborated on a new book dedicated to the master, entitled *Alex Steinweiss: The Inventor of the Modern Album Cover*. This gorgeous, large-scale coffee table book covers his extensive career and includes an original essay, detailed captions and never-before-seen ephemera. We should all know at least a little bit about the guy who created the exciting world of album art we know and love today. Taschen.com

