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1 2 3 4 5 6 7 8 9 0

ALEX STEINWEISS /

Although his name might not be as recognizable as the albums his art works have graced, Alex Steinweiss can be credited for increasing album sales by 800 percent and putting many artists and albums on the map. Having become the new art director of Columbia Records in 1940 at the ripe age of 23, Steinweiss pitched a new form of graphic art and re-invented the album cover. Going above and beyond what was required of him artistically, he created a direct link between pictures and music. His use of combining typography---even his own, the Steinweiss Scrawl--- with classic original illustrations revolutionized the way records were sold. No longer were jazz, classical and popular records hidden away in plain brown paper wrappings. Soon every record had a life, and an identity of its own. Over three decades, Steinweiss's original artworks graced thousands of records, and his influence is as strong as ever. So if you're admiring that classic Velvet Underground LP or Miles Davis' Bitches Brew, be sure to give thanks to the man with the golden idea.

In Alex Steinweiss, The Inventor of the Modern Album Cover by Kevin Reagan and Steven Heller (Taschen), you'll discover all there is to know about the man who created "music for the eyes." With 1,500 numbered copies, each signed by the artist, and 100 Art Editions which include a serigraph print, this book not only shows you Steinweiss' album designs but also his lesser known works: logos, packaging and label designs, film title sequences, his fine art, an essay by design historian and co-chair of the School of Visual Arts MFA Designer as Author Program, Steven Heller, recanting Steinweiss' personal stories of his epic career--- and all those coveted never before published images that we'd all like to see.