

EVOLUTION STEVEN HELLER

FIVE IMAGINARY MATCHES MADE IN HELL

We all know designers who simply could not work together because of differing styles, temperaments, or processes. But have you ever wondered what might happen if two opposing forces of art and design are drawn together by circumstance? Let's imagine, for a moment, what would have resulted from the coupling of five highly unlikely pairs.



ILLUSTRATION BY JOHN MALTA

- 01 NORMAN ROCKWELL VS. PABLO PICASSO** Commissioned to design a *Saturday Evening Post* cover, Pablo Picasso seeks advice from Norman Rockwell, who tells him to work from photographs.
- 02 FREDERIC GOUDY VS. JAN TSCHICHOLD** Frederic Goudy, editor of the classically composed *Typographica*, hires Jan Tschichold to guest edit an issue. After seeing Goudy Old Style set asymmetrically, Goudy refuses to pay Tschichold's fee.
- 03 WALT DISNEY VS. MASSIMO VIGNELLI** An addled Walt Disney contacts Massimo Vignelli to streamline Mickey, believing that the mouse's black and red color scheme will fit with Vignelli's sensibility. Instead, Vignelli changes Disney's signature to Bodoni.
- 04 PAUL RAND VS. DAVID CARSON** Asked to redesign the ABC logo, David Carson calls Paul Rand for his advice. Rand refuses to come to the phone.
- 05 ART SPIEGELMAN VS. STAN LEE** Stan Lee shows Art Spiegelman his sketches of Maus as a superhero in tights and muscles. An unamused Spiegelman stubs his cigarette on the sketch.

LEXICON

DAYLIGHTING / 'dā · lit · iŋ / The act of illuminating rooms naturally.

The must-have feature for new museum extensions, most often used by Renzo Piano.

High Museum in Atlanta, 2005 / Morgan Library, 2006 / Kimbell Art Museum, projected in 2013 / Whitney Museum, projected in 2015