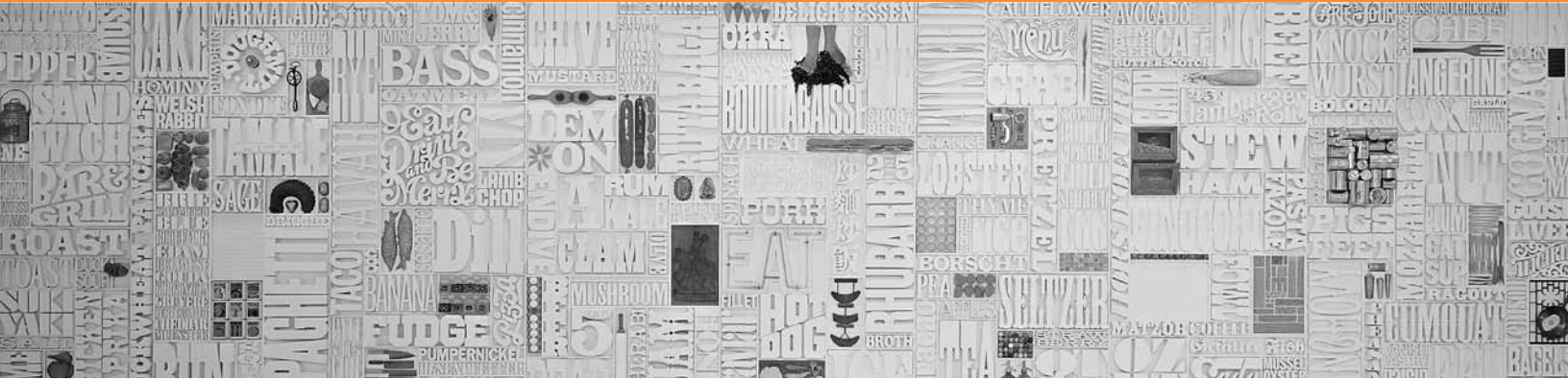


# THE GASTROTYPOGRAPHICALASSEMBLAGE

WE ALMOST LOST AN IMPORTANT PIECE OF DESIGN HISTORY



The creative vision of the legendary CBS art director and designer, Lou Dorfsman, the Gastrotypographicalassemblage is the largest, modern typographic artifact in existence. For years, the Gastrotypographicalassemblage was a fixture within the CBS cafeteria, but after being unceremoniously removed by CBS during the 1990s, this icon remained in storage for years, the salvaged panels slowly deteriorating. The Center's interim executive director, Rick Anwyl, learned about the plight of the wall after I.D. Magazine published an article by Eve Kahn, titled *Recipe for Trouble*.

## Restoring the Wall

Working closely with Lou Dorfsman and Nick Fasciano, the Center has assumed responsibility for the Wall's preservation, including its restoration, maintenance and exhibition. When restored, this significant piece of American design history will be a tool for education and expanded awareness, illustrating the value of thoughtfully applied design.



Lou Dorfsman stands in front of the newly completed Gastrotypographicalassemblage.

The restoration is a Herculean task. The wall was created during an era when designers were both artisans and well trained communicators. To restore the wall to its original grandeur, Nick and his team must individually restore more than 1,450 letters. More than 25 percent of the letters are damaged beyond repair and must be completely re-milled. Each panel must be recreated as the wall's creator, Lou Dorfsman, originally envisioned it.

## Supporting the Restoration

The Center is committed to ensuring that the wall is preserved and that it becomes a tool for learning the power of thoughtfully applied design, in all of its forms. Yet, we cannot do it without your help. Here is what others are saying about the importance of the wall as an icon of American design.

"The CBS dimensional wall represents a significant contribution to the history of graphic design in the sixties. It is the work of two extraordinary practitioners who were operating at the height of their powers— American, Lou Dorfsman and his longtime friend and associate, Herb Lubalin. There are few pieces that represent the typographic and design spirit that illuminated that moment of history, and certainly none on a scale as ambitious. Restoring this work and finding a home for it is an important contribution to our design legacy."

—Milton Glaser

"Considering how important graphic design is to the life of our visual culture, it's depressing how casually we treat work that would properly be considered iconic in any other field. The astonishing typographic wall that Lou Dorfsman designed for the CBS cafeteria is an irreplaceable piece of design history. The efforts of The Center for Design Study to restore this virtuoso piece of graphic design is well worth supporting, not least of all as an example of how to show proper respect to the artifacts upon which our profession's legacy is built."

—Michael Beirut

## About The Center for Design Study

Established during 2007, The Center for Design Study is a not-for-profit foundation, which actively promotes and supports all forms of thoughtfully applied design. The Center believes in the power of design to inspire, persuade, alter beliefs, lead to new ideas and create consequential, sustainable change. To enrich intellectual dialogues and educational efforts surrounding design, the Center provides an inclusive environment where the design conversation can flourish. To learn more about how you can support the Center and its initiatives, please visit the Center's web site.



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