

News Release

Stair Galleries - 549 Warren St. - Hudson, NY 12534

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ART THAT REVOLUTIONIZED THE FIELD OF VISUAL COMMUNICATIONS AT STAIR GALLERIES 24 JUNE 2006

On June 24, 2006, Stair Galleries will present a collection of nearly 300 works of art assembled over the past 40 years by Chermayeff and Geismar Associates, Inc. the graphic design team who revolutionized the field of visual communications in the 20th century. It is the first time pieces from this collection have been available at auction.

Paintings, works on paper, sculpture, tapestries and other media, spanning Chermayeff & Geismar's extraordinary career, from the early 1960's until the present, reflect the best of an era. Artists including Josef Albers, Deborah Butterfield, James Brooks, Le Corbusier, Sonia Delaunay, Alexander Calder, Ferdinand Leger, Frank Stella, Robert Rauschenberg and Ed Ruscha will be offered in the sale. The collection also includes examples from the Bauhaus, Lyric Abstract Expressionism, Japanese Animation, Minimalism and other important 20th century works. Less well know works by artists of increasing interest and international value will give burgeoning collectors an opportunity to acquire first rate fine art.

The C & G team acquired art that follows the evolution of Art History in the Mid-twentieth century. The collection speaks volumes about mid-century modernism and the aesthetics of an era best summed up by Mies Van der Roh when he said "Less is more." Chermayeff and Geismar selected Stair Galleries to represent the sale of the collection because Stair was able to offer a single owner auction at their new Hudson, New York galleries, keep the collection intact and ensure the integrity of the whole.

Elegance, economy of line, boldness, it's a quick read, a universal language with tremendous impact. Simple geometries and bold colors associated with artists like Calder and Albers were echoed in the design teams graphic brilliance as well as the art they collected. It's hard to think of a logo, or corporate identity that Chermayeff and Geismar didn't design. Mobil Oil, The NBC peacock, PBS, Time Warner, the list goes on and on. Everything from the giant red "9" at 9 West 57th Street in Manhattan, to the Time Warner logo bears their imprimatur.

Redesigning corporate identity was from the ground up. Their design concepts pervaded architecture, furniture and graphic design, but also established a design for living, a life style and the concept of "Total Design." Corporate headquarters across the country and throughout the world hired Chermeyaff and Geismar to recreate their identities into enviable aesthetic palaces, filled with paintings, sculpture and International Style furniture, we now call Midcentury Modern. Every aspect of these new corporate showplaces, projected the good taste and modern sensibility that Americans began to desire and emulate. C & G were arbiters of taste and their collection of fine art, offered for sale by Stair Galleries, resonates the Midcentury Modern sensibility they championed.

These works of art can be viewed on line at WWW.stairgalleries.com

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