UNIMARK INTERNATIONAL

The Design of Business and the Business of Design

Jan Conradi Foreword by Massimo Vignelli

Kevin Rau Designer, Archivist

UNIMARK

Lars Müller Publishers

Contents

	Foreword by Massimo Vignelli	vii	
	Introduction	1	
1	Roots: European Design and American Business	6	
2	Chicago: A Rich History of Innovation	24	
3	Commitment: Founding Unimark International	34	
4	Growth: Idealism and Optimism, 1965–1970	58	
5	Offices: Each City Has Its Own Story	72	
6	An Uneasy Alliance: Marketing and Design	114	
7	People: Smart, Creative, Assertive, Visionary	126	
8	Portfolio: Applied Modernist Design	142	
9	Decline: A Downward Spiral, 1971–1979	198	
10	Unimark's Legacy	228	
	Acknowledgments	238	
	Endnotes	241	