

Contact: Chris Nutter, Nutter Media  
917.770.0350 / christopher@nuttermedia.com

# Tom Geismar, Sagi Haviv, and Mackey Saturday of Chermayeff & Geismar & Haviv are sad to announce the passing of their partner and friend, Ivan Chermayeff.

(New York, NY): Ivan Chermayeff passed away on December 2nd, 2017 at the age of 85. He is survived by his four children, five grandchildren, and one great-grandchild.

"Ivan was a brilliant designer and illustrator, with a vibrant personal style that reflected joy, intelligence and wit," says Tom Geismar. "He loved surprise, large-scale objects, and the color red. For over 60 years, Ivan and I have enjoyed a partnership, to which we each brought complimentary talents, in an alliance cemented by shared values and mutual respect. Ivan's contribution to the field of design will remain unsurpassed."

"Ivan is a design icon, but he also was a mentor, a partner, and a friend," says Sagi Haviv. "He was obsessed with good design. And good to Ivan meant excellent — anything less than excellent wasn't even design. Ivan's relentless quest for the perfect relationship between form and idea is the highest inspiration anyone could hope for, and will be his lasting legacy to the industry and the people who knew him."

## About Ivan Chermayeff:

Born in 1932, Ivan Chermayeff was a distinguished graphic designer, author, illustrator, and collagist. In a career spanning over six decades, his work has been exhibited throughout the world and has inspired generations of design students.

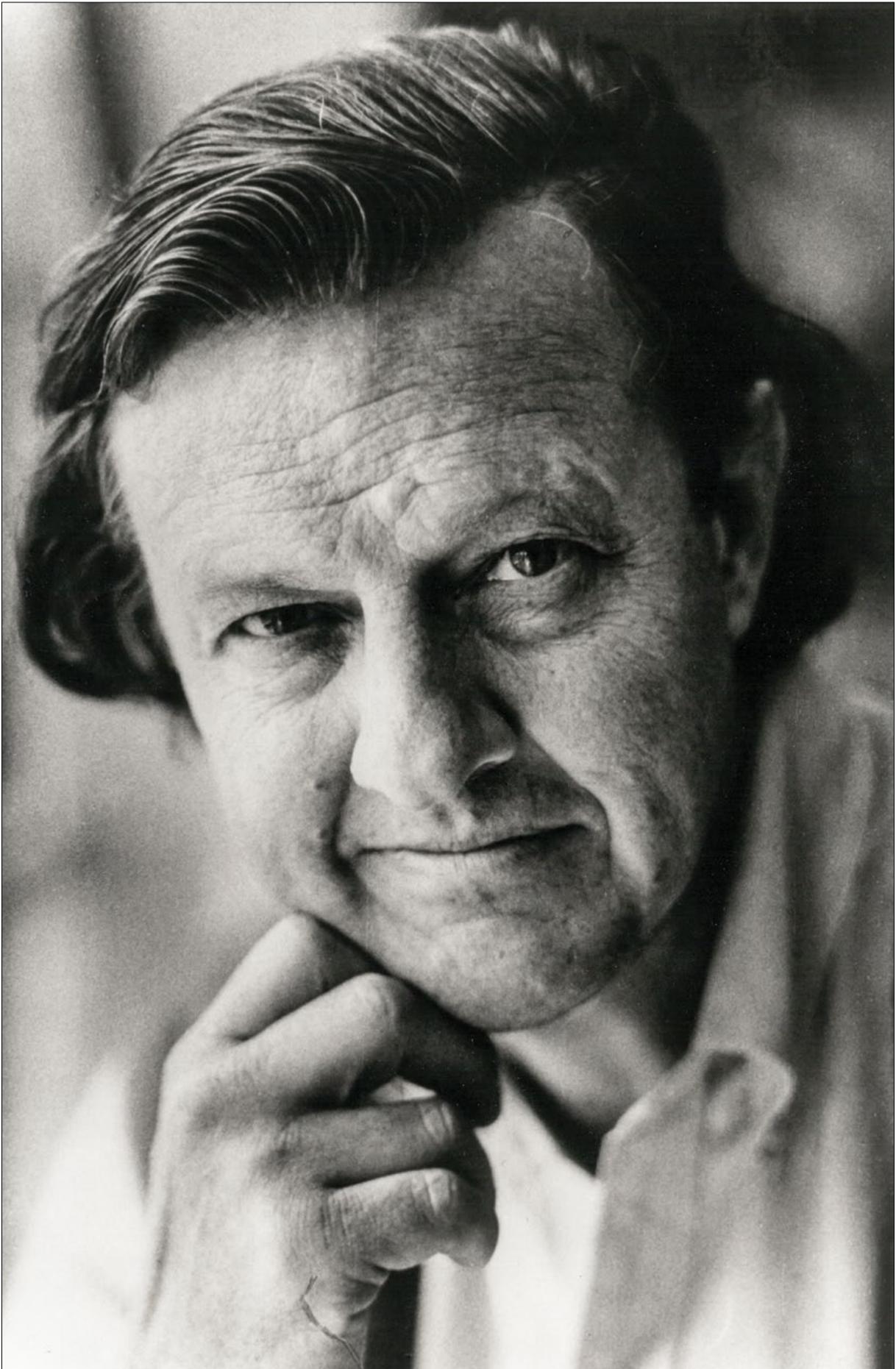
In a partnership with Tom Geismar that spanned 60 years, Ivan produced memorable work in a wide range of mediums. He created over 100 posters announcing prominent television shows, museum exhibitions, and other cultural events, all conceived with an unerring sense of color, form, typography, and visual connections.

From its inception, the firm — now named Chermayeff & Geismar & Haviv — has worked closely with architects on large-scale projects. Ivan's design for the massive steel red 9 that sits on West 57th Street has become a New York landmark, and his "fractured flag" design was a highly visible feature in the U.S. Pavilion at Expo'67 in Montreal. After the assassination of President Kennedy in 1963, Ivan and the firm worked closely with the Kennedy family and the architect I.M. Pei over many years to develop the design for the exhibition at the Kennedy Presidential Library in Boston.

The firm has long specialized in the design of graphic identities for a wide range of companies, government institutions and cultural organizations. Ivan's designs for the Smithsonian Institution, Showtime Networks and Pan Am are considered iconic.

Over the years Ivan designed a range of children's books that feature bold illustrations and sparse texts. His "Sun Moon Stars," with a text by Kurt Vonnegut, has been reprinted in many languages.

For Ivan, collage was a favorite means of personal expression apart from his professional work. Bright, colorful, and highly graphic, each collage is made from mailing envelopes, scraps of packaging, ticket stubs, bits of type, etc. This artwork has been featured in over 40 one-man exhibitions throughout the U.S., Europe, and Japan. Nearly all the collages are variations on the theme of the human face, each made with a style and visual wit characteristic of Ivan's work.



Ivan Chermayeff



Ivan Chermayeff



Tom Geismar and Ivan Chermayeff



Tom Geismar and Ivan Chermayeff

## Work, memories, old friends

Only something as dear as her late husband's library could bring Jacqueline Kennedy out of the social exile she has imposed upon herself. She has taken an active part in planning the library, and she will appear at occasions important to its progress. But the appearances will be restricted geographically to the world in which she now lives—Washington, New York, Boston.

For a former First Lady who toured the globe so triumphantly, it is a small world but one in which she now feels a measure of comfort. Friends find her almost always in a reminiscent mood. The people she sees are mostly those who were close to the President—his brothers, Bob and Ted, Artist William Walton, the Robert McNamaras, the Douglas Dillons and the so-called Irish Mafia who fought so many political battles beside Jack Kennedy—Dave Powers, Kenny O'Donnell, Larry O'Brien. They all talk about the late President much of the time.

Mrs. Kennedy's grief is quiet and constant. She showed a recent visitor a photograph taken from behind her, the President and the children. "That was only nine days before Jack was killed," she said. "It was the only picture I could have around for months. I just couldn't look at his face." She has kept herself busy. "Jackie has made an enormous effort to keep going and to keep her children's lives happy," a friend says. "But there have been rough spots. She never was too strong physically."

She spent long hours working on the exhibit and made a three-minute film for it in which she described the purpose of the library. She wrote the text of her talk and spoke it flawlessly for the camera in her Georgetown home. But she admitted she was very nervous. "I wish I knew when to breathe," she said. "I just don't see how actresses can do this." She recalled how she had learned lessons of control: "We had a teacher in boarding school who wouldn't let us cough or sneeze in her class. It was during a flu epidemic and she said she was tired of all the noise in the room."

Mrs. Kennedy keeps to a regular schedule. Each morning she gets Caroline off to school at the British Embassy and John-John (whom she calls Johnny) to a play group in a nearby home. Secret Service agents stay with both children. Then she usually goes to a small office on the second floor of her

home where a secretary handles her personal correspondence. Letters still come by the hundreds, many containing poems and drawings expressing affection for the late President. Mrs. Kennedy's main office in downtown Washington sends over mail and memos on the library for her attention.

Every noon, in a gesture of loyalty to his friend the late President, White House Aide Dave Powers comes to the house to eat a story-filled lunch with John-John. Around one, Mrs. Kennedy picks up Caroline at school and she devotes the afternoon to the children or to exercise—tennis at Bob Kennedy's estate in Virginia, bi-

cycling or walks through Georgetown. Her evenings are spent with old friends or alone.

Her brick home in Georgetown has become a magnet for tourists. Visitors, most of them women, gather across the street. "They wait all day to catch a glimpse of Mrs. Kennedy," said one of the policemen who are on constant duty there, "and then if she comes out, they turn away, embarrassed at being caught staring."

Mrs. Kennedy often is away from Washington. This winter she skied in Vermont. "I loved it," she said. "But that poor instructor who had to put up with me!" Frequently she spends weekends at Wexford,



**WORKING ON EXHIBIT.** With Robert Kennedy and Ivan Chermayeff of Chermayeff & Geismar Associates, who designed exhibit, Mrs. Kennedy goes over pictures of the President. She made many of final selections.

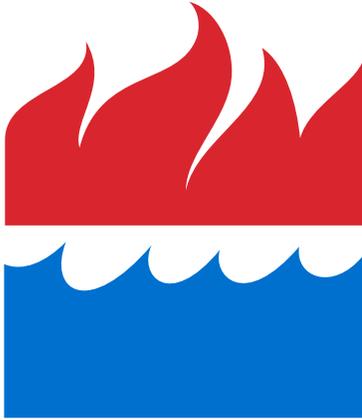
the house she and the President built last year at Atoka, Va. There has been speculation that she may move to New York, but her friends doubt she will move from Washington permanently.

A recent visitor to Mrs. Kennedy's home, a newcomer to Washington, confessed that she found the city rather lonely. Jacqueline Kennedy thought a moment and then said, "Yes, it's a hard place to live if you don't have close friends."

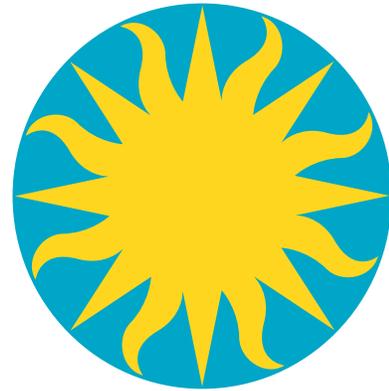
RICHARD B. STOLLEY



Ivan Chermayeff, Tom Geismar, and Sagi Haviv



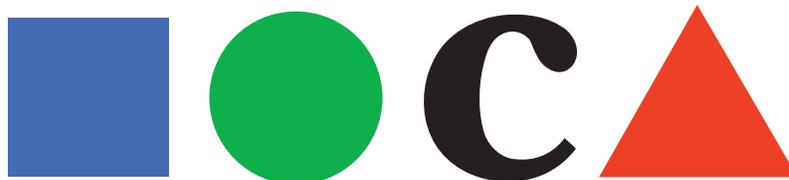
HarperCollins Publishers, 1990



Smithsonian Institution, 1999



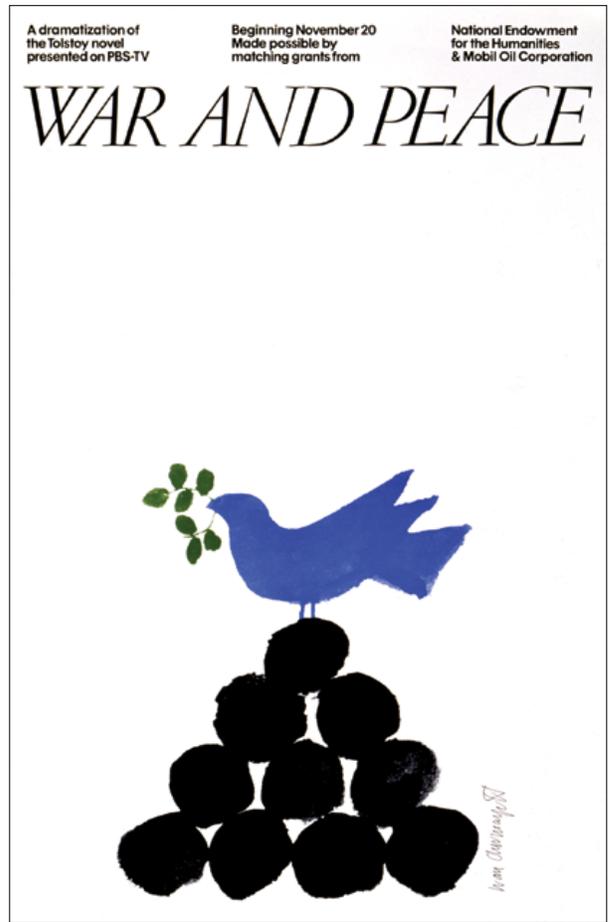
Showtime Networks, 1997



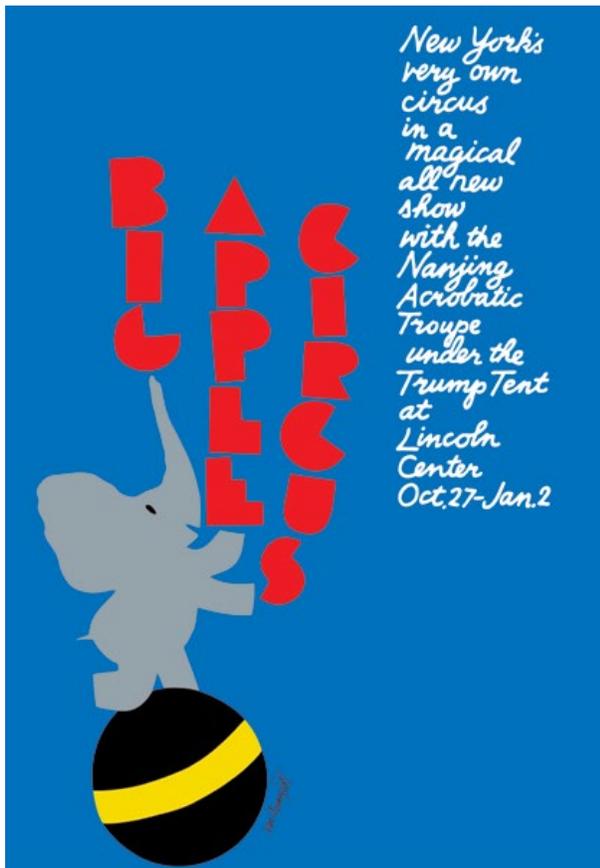
Museum of Contemporary Art, L.A., 1983



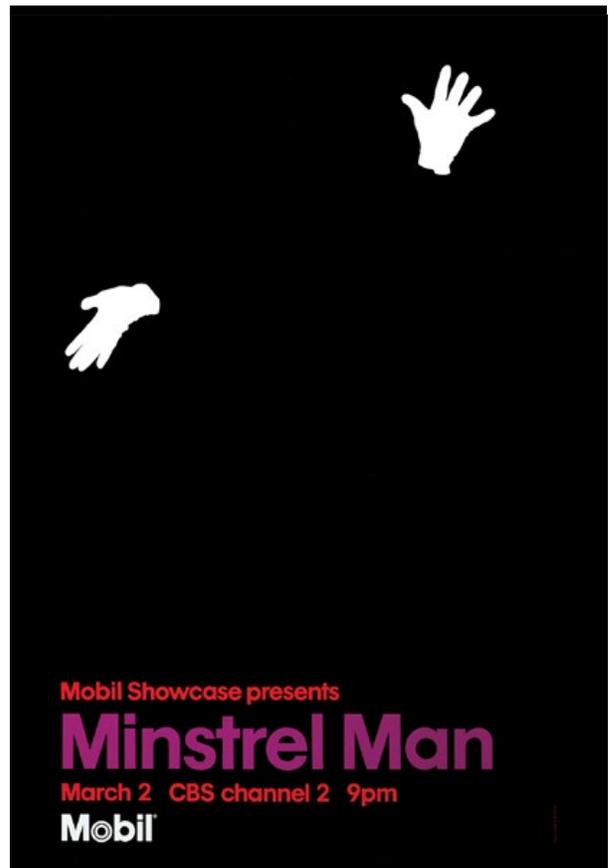
Guggenheim Museum, 1977



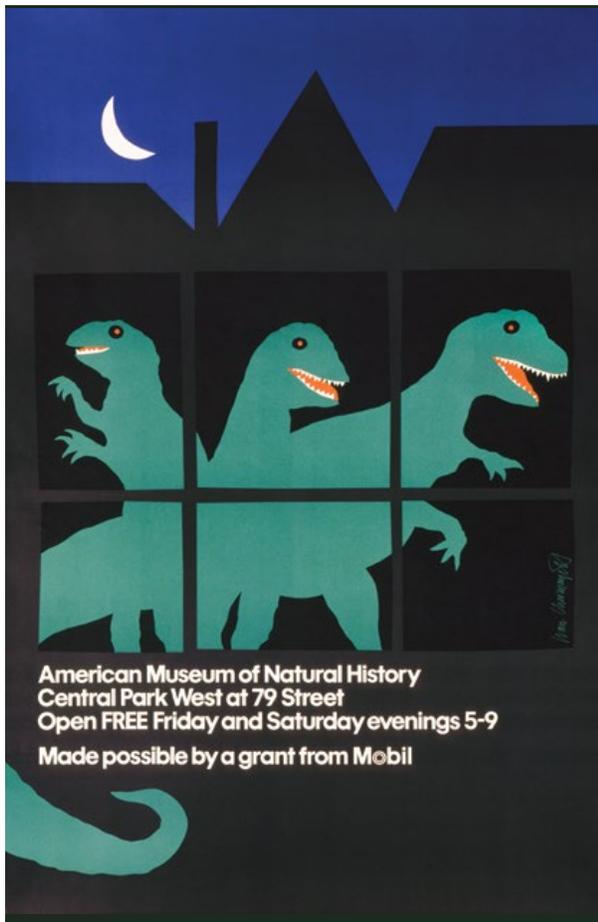
War and Peace, 1974



Big Apple Circus, 1984

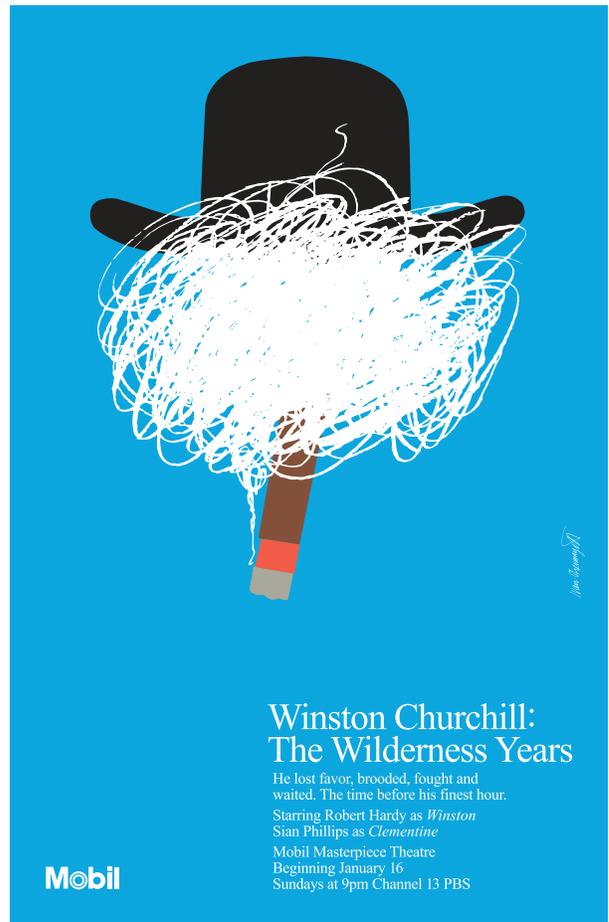


Minstrel Man, 1976



American Museum of Natural History  
Central Park West at 79 Street  
Open FREE Friday and Saturday evenings 5-9  
Made possible by a grant from Mobil

Museum of Natural History, 1984

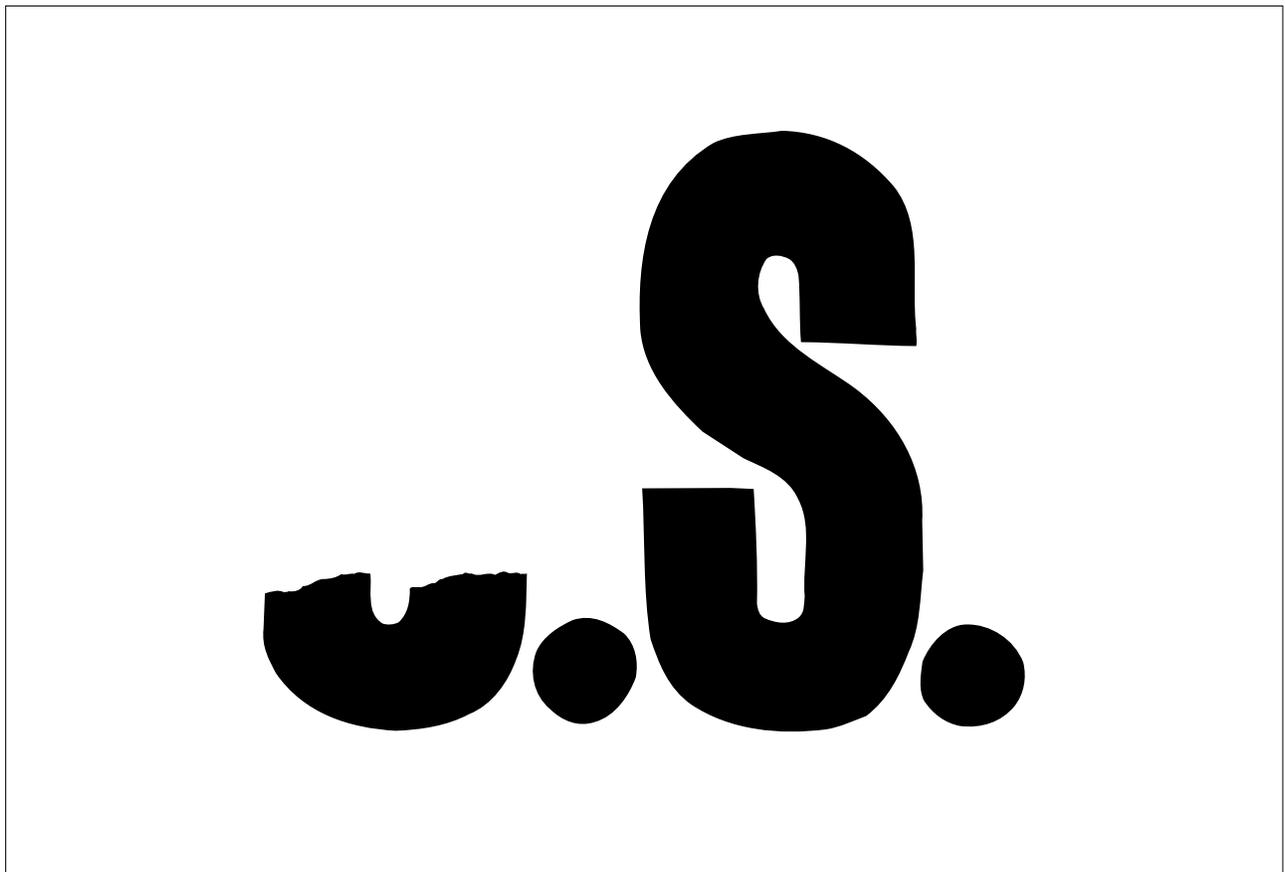


### Winston Churchill: The Wilderness Years

He lost favor, brooded, fought and waited. The time before his finest hour.  
Starring Robert Hardy as *Winston*  
Sian Phillips as *Clementine*  
Mobil Masterpiece Theatre  
Beginning January 16  
Sundays at 9pm Channel 13 PBS

Mobil

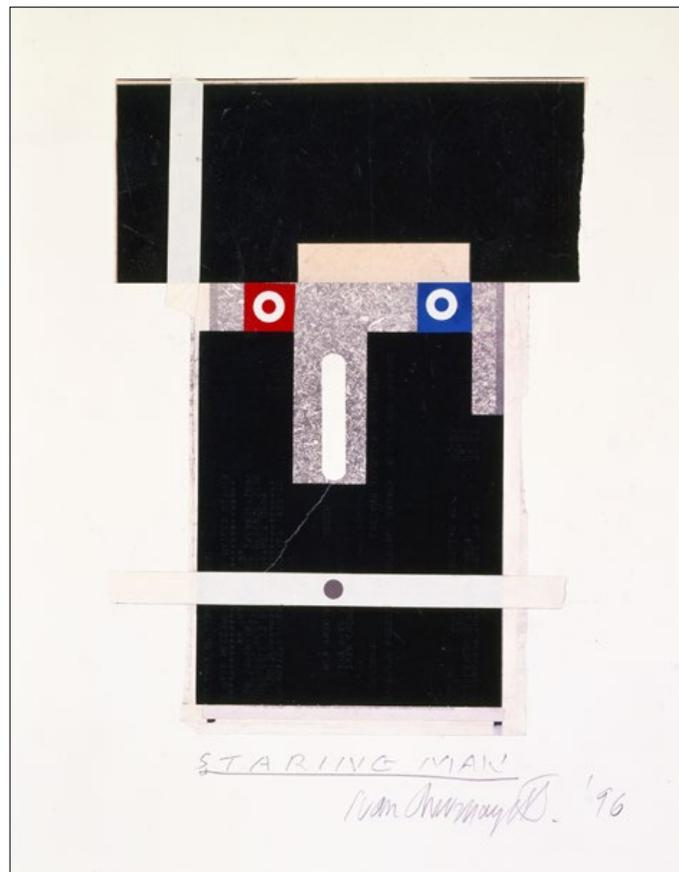
Winston Churchill: The Wilderness Years Poster, 1983



New York Times 9/11 Editorial, 2001



Shin & Ikko, 2002



Staring Man, 1996



9 West 57th Street, 1972



Lisbon Aquariun Murals, 1996