



DWIGGINS

The Reflected Works

sappi etc



Photograph Taken by Dorothy Abbe, 1953



D W I G G I N S

The man gave graphic design its name while building an everlasting one for himself. Dwiggins was a master typographer, letterer and illustrator—a blend of artist and designer, psychologist and dreamer. He made data come alive and paper sing.

**T H E
R E F L E C T E D
W O R K S**

By looking back through the pages, we can look forward to a future of exciting possibilities. Sappi has a rich heritage and a legacy of innovation, which we draw upon as a great source of inspiration and education. The Reflected Works tells our story through a collection of Advertising, Education and Promotion pieces from 1910–1969, including our work with the legendary father of graphic design, W.A. Dwiggins.

W.A. Dwiggins saw a way to apply traditional tools to do completely new things and to speak to businesses and consumers using what we now widely accept as best practice. S.D. Warren partnered with the legend to educate and inspire—and now, as Sappi, we continue this tradition today.



ste the time of your prospects—
the *Shortest Route*
their understanding

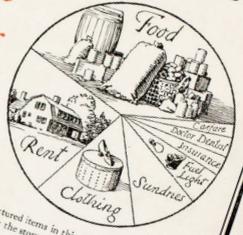
in words give as quickly as the
does, an exact mental impres-
sion of Bunker Hill monument?

illustrates one point con-
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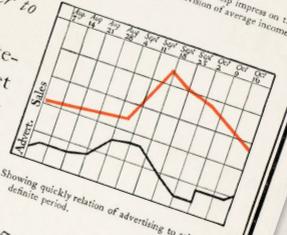
necessary for the reader to
mental processes.
significance of the state-
ment is 220 feet
establish in his mind a
object 220 feet high
in quantity such as
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illustrates this step.

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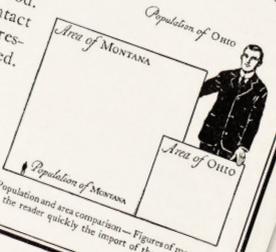
The pictured items in this chart help impress on the reader the story of the division of average income.



Showing quickly relation of advertising to sales over definite period.



Domestic Distribution centres for Warren Papers showing how these papers are available throughout the entire country.



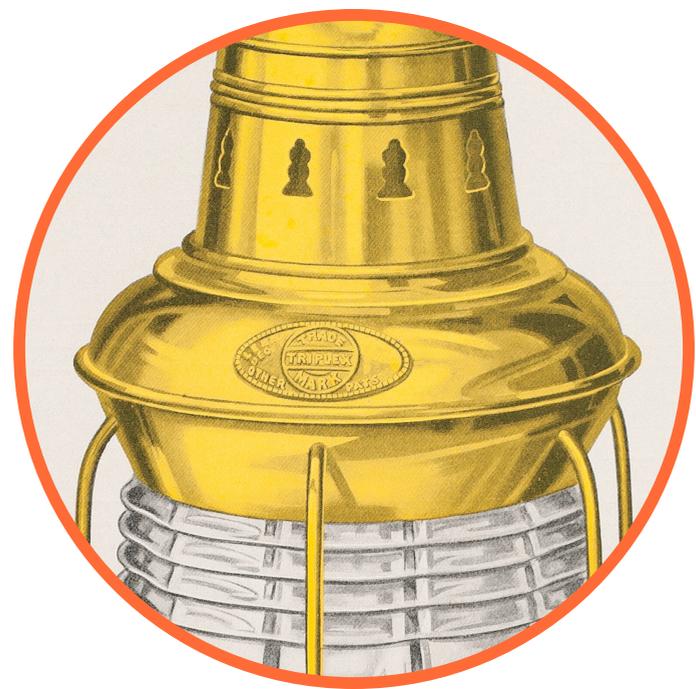
Population and area comparison—Figures of men give the reader quickly the import of the message.

[12]

THE ELABORATELY DECORATED PAGE
THIS page shows how elaborate decoration adds distinction to simplest merchandise. Naturally the character of the design should conform to the subject. In this instance the border has a pronounced summer motif to conform to the summer hat offered for consideration.



Making it Easy to Plan Printing
on WARREN'S
PRINTONE

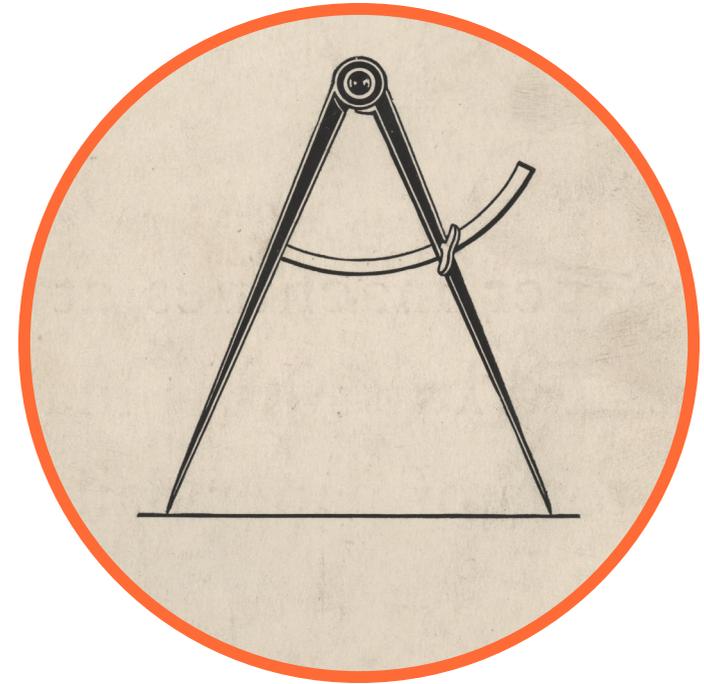
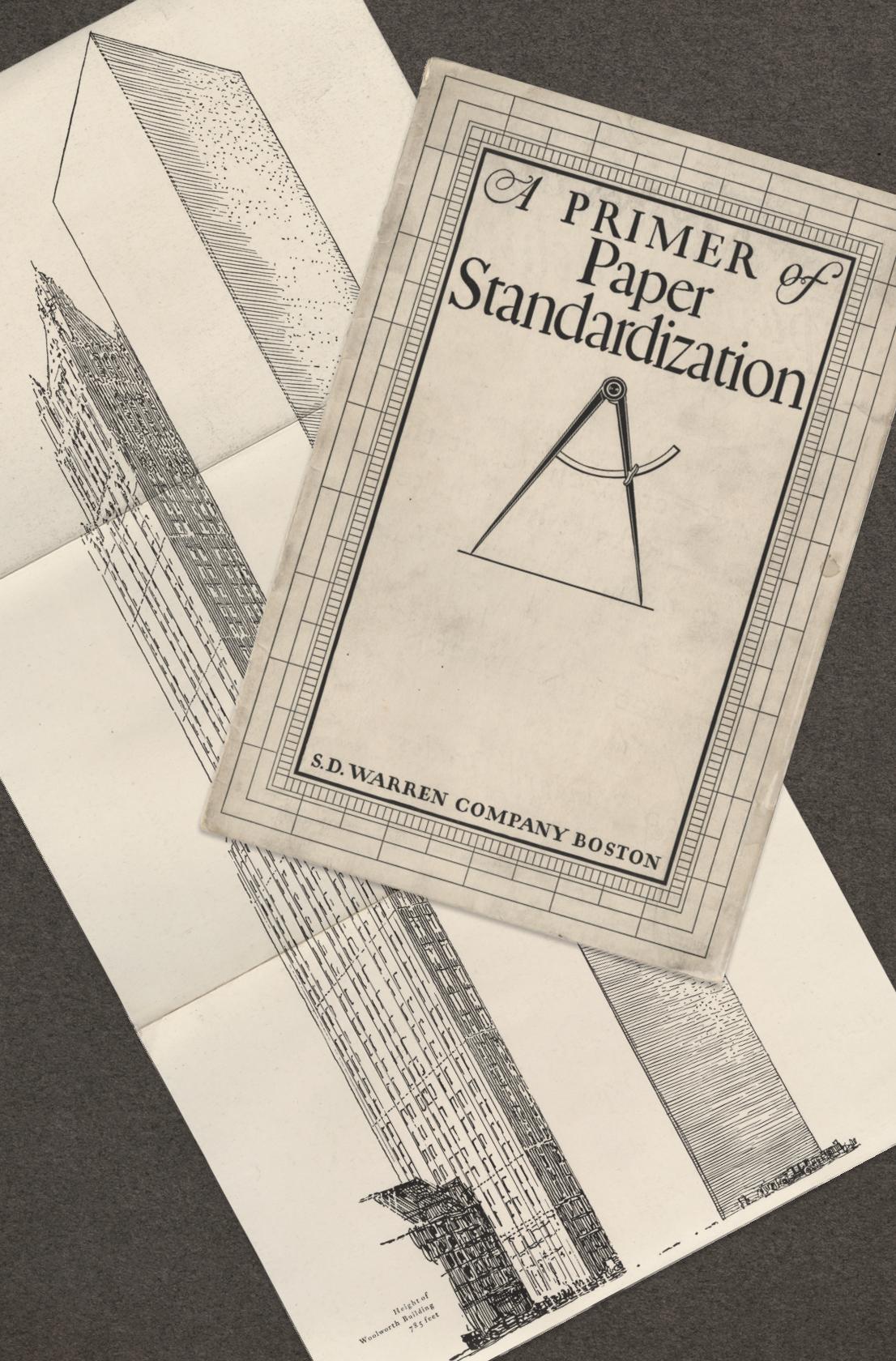


Making it Easy to Plan Printing

1922

It's never enough just to tell. One must show how better paper makes for better printing—and better business. The early career of Dwiggins found him teaching in the printing program at the Harvard Business School, offering his experience and insights to students headed to printing and publishing management positions all over the country. This knowledge and way of relating it—astute and distinctly Dwiggins—translated well to his many projects for S.D. Warren.

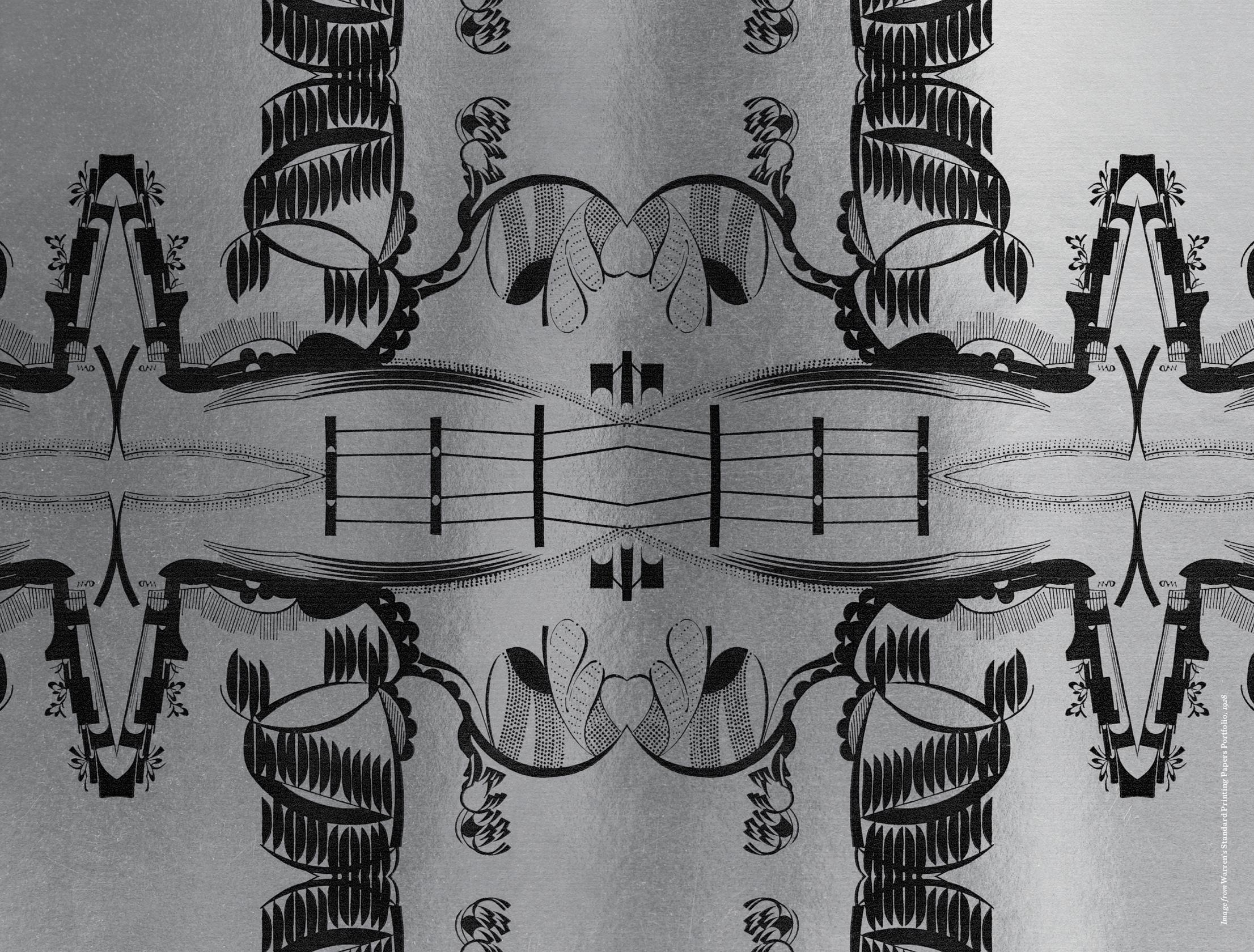




A Primer of Paper Standardization

1924

The design industry is no stranger to the “what you see is what you get” school of thought. To guarantee dependable performance and consistency across product runs was an S.D. Warren standard then and continues for Sappi today. Conveying the specifications with critical attention to detail, Dwiggin was a pioneering figure in infographic illustrations—a true innovator.





DWIGGINS



13

Warren's Standard Printing Papers Portfolio

1928

Dwiggins worked closely with S.D. Warren art director Watson Gordon, producing swatchbooks, samples and other sales materials while honing his craft across media. This work in printed collateral formed the majority of his portfolio from the late 'teens through most of the 1920s, as he grew more expressive with his line to push the boundaries of creativity and graphic design.

THE REFLECTED WORKS



Great ideas persist, and W.A. Dwiggins had quite a few of them. Graphic design is what it is today because of him.

The Reflected Works

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with the legendary father of graphic design, W.A. Dwiggins. Fully searchable, downloadable and enjoyable, the collection lives on at sappi.com/reflected-works.



Photograph Taken by Dorothy Abbe, 1953

RECYCLE

Printed on Opus Dull Cover 120lb / 325gsm
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DWIGGINS

The Reflected Works



Our education, training and consulting resource, Sappi etc., gives you access to more than a century of rare historical documents, detailed case studies and expert technical advice. Whether Sappi-specific or industry-related, Sappi etc. is the go-to for anyone looking to work smarter and better, find inspiration or navigate creative and printing processes.

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Production Notes

COVER
Opus Dull Cover 120lb/325gsm, printed 4-color process + spot Pantone + spot custom silver + spot gloss varnish + spot dull varnish

INTERIOR
Opus Dull Text 100lb/148gsm, printed 4-color process + spot Pantone + spot custom silver + spot gloss varnish + spot dull varnish

