

ERROS

fact:

AVANGARDE

By Zhanae "Zee" Dale
Final Presentation
COMD3504

Overview

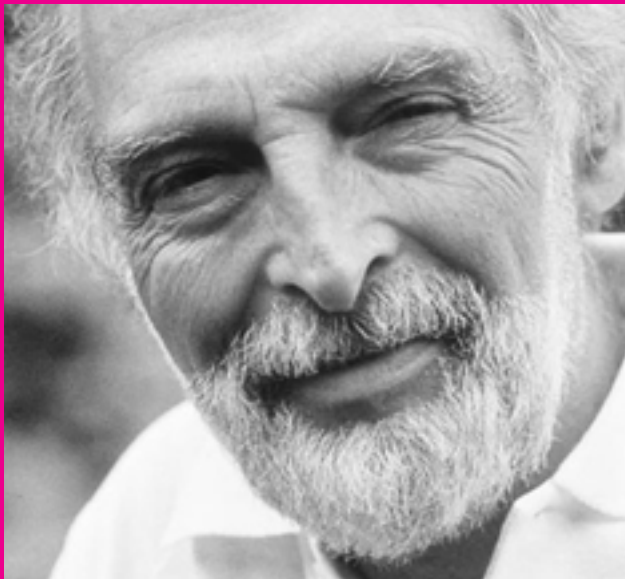
How do you feel about the post modernist movement?
Do you agree with the post modernist era? Where do
you think design would be if the post modernist era of
designers never existed?!

In this presentation you will learn about one of the learn
about how an publisher by the name of Ralph Ginzburg
and a graphic designer/typograher Herb Lubalin, and
what three publications did to influence and contributed
to the unique designs of 1960s and 1970s. You can say
that Ralph Ginzburg's and Herb Lubalin's controversial
publications sparked a new wave of culture and design.



Dynamic Duo

Herb Lubalin x Ralph Ginzburg



Herb Lubalin:

American graphic designer and typographer.



Ralph Ginzburg:

American author, publisher and photojournalist.

The 1960s:

Counterculture

Counterculture is a term derived from the 1960s to describe the new unique generation. Counterculture developed around 1964 to 1972. This culture coincided with the American involvement in Vietnam, women's rights, and new sexual values emerging. Hippies were a large part of the counterculture classification.

"Take the sixties psychedelic movement, for example, was born in a small community that shared proclivities for **sex, drugs, and anarchic behavior...** Kindred visual artists, musicians and designers developed means of expression that helped define the culture's distinct characteristics."

~ Steven Heller, "The Underground Mainstream", 2008

The counterculture was all about questioning the social norms just like the designers of the era. Similarly to the post modernist era that came after the 1960s.



EROS

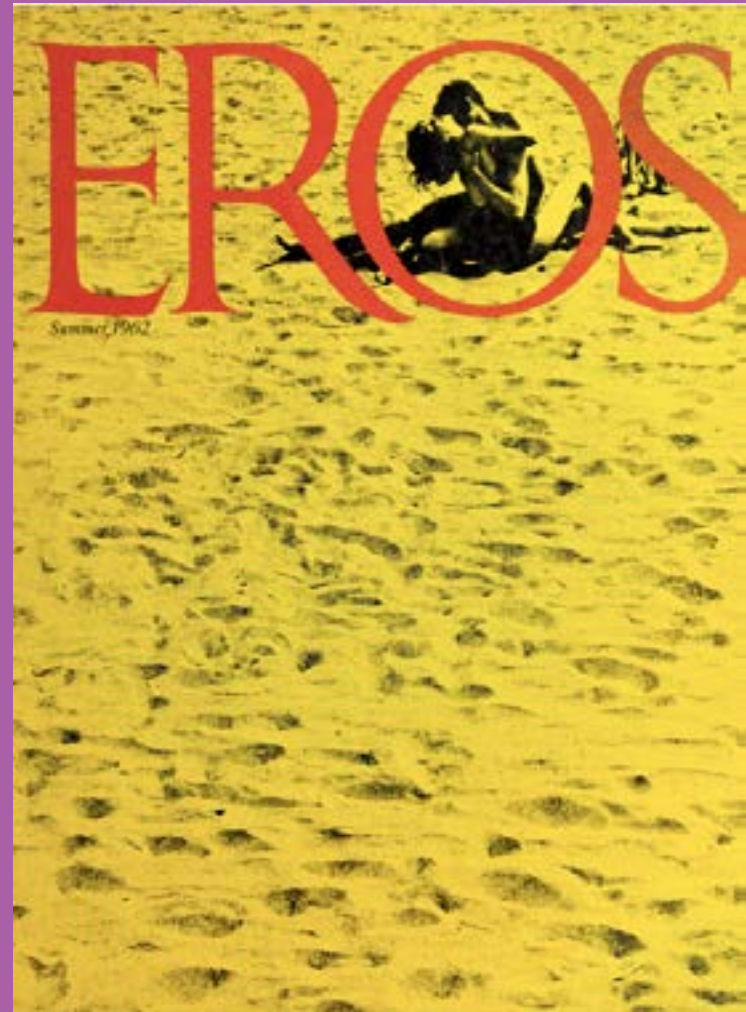
Herb Lubalin x Ralph Ginzburg

"EROS" was the first publication Lubalin and Ginzburg worked on. The publication made its debut January 1st 1962. This publication was hardcover and had 4 issues come out in 1962. EROS is known to be the most controversial of the 2 other publications Ralph Ginzburg and Herb Lubalin worked on. This was an erotic magazine about sex and love. The publication was deemed inappropriate and pornographic due to the lack of nudity seen in media during the early 1960s.

"**Pornography**, once bane of puritan society, is used by the advertising industry for edgy allure. Despite the occasional salvos by morality-in-media groups, all manner of publicly taboo sexuality appears in magazines and on billboards. Popular tolerances have increased to a level where shock in any realm is hard to come by".

~ Steven Heller, "The Underground Mainstream", 2008

Ralph Ginzburg was indicted for this publication and went to jail in 1963. According to "EROS Unbound" by Ralph Ginzburg he states that the House of Representatives states that the EROS publication was "part of an international communist plot"



EROS

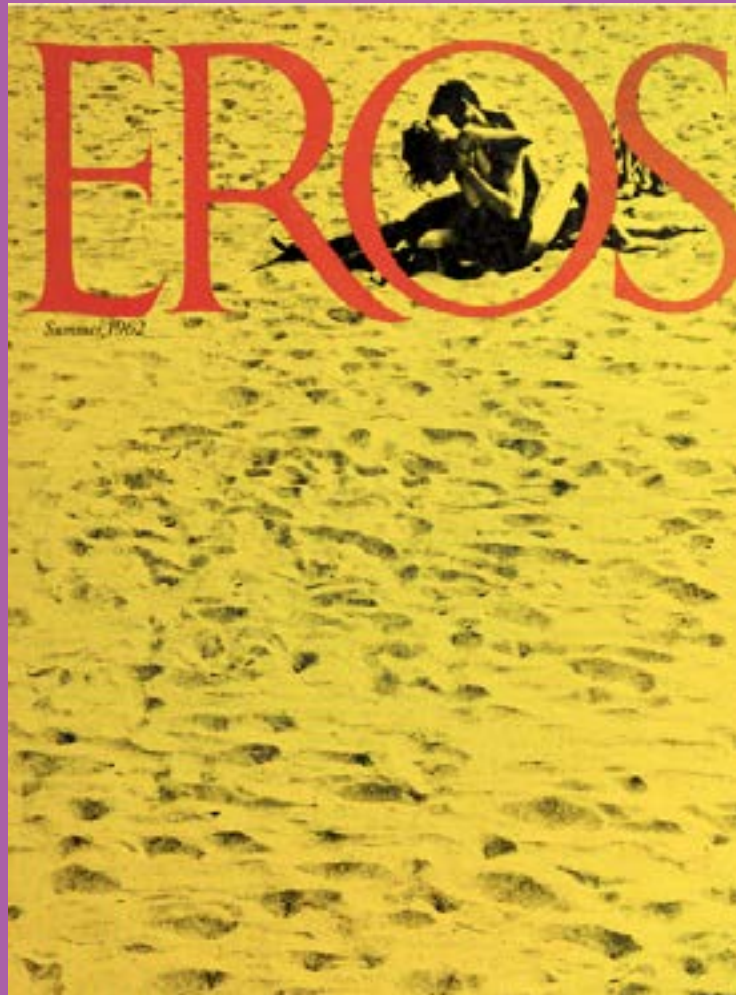
Spring, 1962



WHO WAS EROS?

Eros was the Greek god of love. In early myths he is portrayed by storytellers and artists as a beautiful and serious youth who brings harmony out of chaos. Later stories picture him as a mischievous little boy with golden wings, often blindfolded, indiscriminately setting hearts aflame with his torch or piercing the stoutest barriers to love with his arrows. He was never admitted to Mount Olympus because of his capriciousness. Most accounts call Aphrodite the mother of Eros, but we do not know whether his father was Hermes, Ares or Zeus. Hermes, a phallic deity, would have been a fitting lover for Aphrodite, to whom the Fates assigned only one divine duty—making love. Ares, the bearded god of war, may have worn the first uniform that ever turned an impressionable female's head. And Zeus, Aphrodite's own father, may have demonstrated that flaming passion need not stop short of incest. More than two millennia separate Anarchy from Tennessee Williams, but love is pretty much the same. Eros brings both delight and vexation, both joy and grief. To him we have dedicated our magazine. On balance, we feel as Plato did when he wrote: "Love—Eros—makes his home in men's hearts, but not in every heart, for where there is hardness he departs . . . and he whom Love touches not walks in darkness." On the following pages we present six masterpieces of painting in which Eros has been depicted. Their titles use the Latin names of the gods: Cupid for the Greek Eros, Venus for Aphrodite, Mercury for Hermes and Mars for Ares.

**EROS Spring
Volume 1, Number 1
1962**



**EROS Summer
Volume 1, Number 2
1962**

by Faye Emerson

WE ALL LOVE JACK




First there were the "jumpers." It began with the primaries, when John F. Kennedy was fighting desperately for the nomination a lot of Americans thought he was too young, too Catholic, and too rich to deserve the political adulation and the press, alert to any straw in the wind, began to notice an odd reaction in the crowd. An increasing number of young women seemed to be swooning by page sticks and when Mr. Kennedy approached, they leaped in the air like baby jumping jacks. They shrieked ecstatically, threw kisses and waved madly at their hero.

Then there were the "teachers." These were for the most part respectable, mature women who, with incredible determination and stamina, fought their way close to Mr. Kennedy, patted him gently and cooed kind and happy. They didn't even ask for his autograph.

As the phenomenon of female reaction to the candidate became more pronounced, there was a great deal of discussion as to just what it all meant. The political wise men shook their heads gravely and the press viewed with suspicion, if not outright alarm. No one had seen anything quite like it before in politics. This was not the kind of lady figure of Eisenhower. It wasn't even like the "frigid-protection" magic of F. D. R. No, this was much more personal. And there was something for all the girls. His boyish appeal made mothers and grandmothers want to look after him, see that he got a haircut and a good meal. Women all over the country dehydrated themselves into Jackie's shoes. Teen-agers fought about Fashion, and the very young set thought Caroline was the luckiest little girl in the world. Glamorous movie stars stumbled over their sables to stand near him, even when there wasn't a camera in sight. An astonishing number of ladies in cafe society suddenly recalled intimate little friendships with "Jack" and a few hinted discreetly at even more tender relationships—pre-jacks, if you will.

The press and the politicians were puzzled. What did it mean to the candidate? "It's nice to be loved," they said, "but is it dignified?" What would it do to the so-called "wings" that had been so carefully groomed? Were the women women listening with cool intelligence to Mr. Kennedy speak of taxes, tariffs and treaties? Were they moved by the call of the New Frontier, or was it just "that old feeling"? And most important of all, would this surge of emotion sweep the ladies into the voting booths? Would love pull the right lever?

Well, the answers to all these questions are now purely academic. How much influence the feminine factor had on the election will be found in the history books eventually, but in the meantime, the romance is still on. The females of this country have a crush on J.F.K. They dig him. His shoving armor may be a little tight, but it doesn't hide his sex appeal.

EROS



On June 21, 1962, the day after her death, the Los Angeles Herald-Examiner published a front-page article about her life and death. The article was written by a reporter named [Name] and it was a very detailed account of her life and death. It was a very important article and it was one of the most widely read articles in the world at that time.



"God, there were a lot of people who loved her. There were no pretenses about Marilyn Monroe."
Cari Sandberg

EROS
Volume 1, Number 3
1962

EROS

And the Lord God caused a deep sleep to fall upon Adam...and he took one of his ribs. **GENESIS 2:21**
And the rib which the Lord God had taken from man, made he a woman, and brought her unto the man. **22**
Of every tree of the garden thou mayest freely eat. **2:4**
But of the tree of the knowledge of good and evil, thou shalt not eat. **2:17**
She took of the fruit thereof, and did eat, and gave also unto her husband with her, and he did eat. **3:6**



Love in the Bible

In 1905, John B. Wise of Clay Center, Kansas, was convicted of sending obscene material through the mail—material that consisted entirely of excerpts from the King James version of the Holy Bible.

At his trial, it must have struck Wise as ironic that *Exhibit A* in the case against him was also the book upon which the censoring postal authorities swore their oaths. Wise was hardly the first to discover this irony. At least twice before in American history, obscenity prosecutions had been based upon the Holy Bible, once in Maryland and once in New York.

So the Bible is obscene?

By the moral and social standards of postal officials in nineteenth century America, the answer is yes. For those postal officials, the Bible's countless descriptions of rape, incest, sexual sodomy, bestiality, homosexuality, masturbation, castration, adultery, prostitution, and phallic worship were too much to take. What is more, these acts are seldom depicted in the Bible—they are in most cases related without comment.

In the Bible, sex begins in the Beginning. Adam needs a mate in the animal kingdom (*Genesis 2:20*) and only when he fails to find one does God create Eve from Adam's rib. That the man "gives birth" to the woman here, contrary to both natural law and to the mythology patterns of most other cultures, is a reflection of one of the most interesting psychological phenomena in the Bible, the supernatural importance of the male role in life—a function no doubt of the strong patriarchal influence in ancient Hebrew life. Obviously, the incident implies, the more important sex comes first. We shall see further examples of this strong patriarchal point of view as we proceed.

That the rib in this story is a phallic symbol is apparent to mythologists as well as to psychologists. Aphrodite, in a less inhibited Greek version of this same story, was created from the cut-off

EROS
Volume 1, Number 4
1962

FACT:

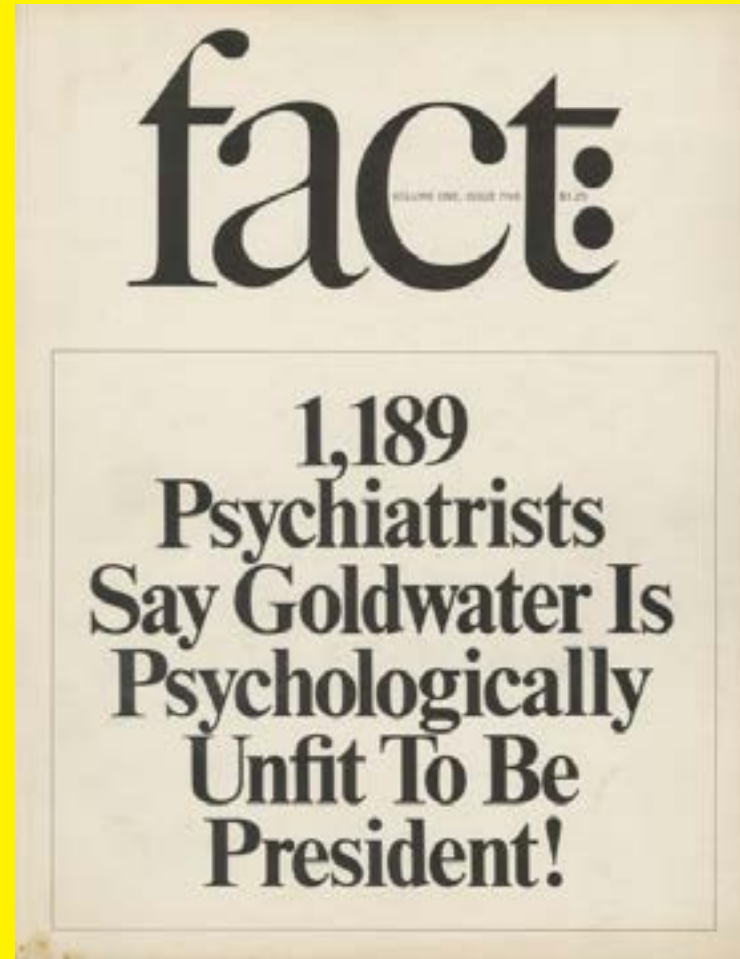
Herb Lubalin x Ralph Ginzburg

Fact; was created shortly after EROS and Ralph Ginzburg was put in jail due to federal obscenity laws. Fact; was created in 1964, just like EROS the publication was deemed controversial. However the controversy and noise behind this publication wasn't about the pornographic content, but more scientific and grounded personal experiences. The magazine was rational, tough minded and progressive. The magazine was sued by presidential candidate at the time Barry Goldwater because of the 5th issue release in October of 1964.

"Communication trumps function"

~ Robert Venturi "Learning from Las Vegas"

From just looking at the cover of the publication the typography instantly catches your attention. The word "fact:" in bold serif type forces the viewer to look at the word, and then look at the information under it. Because you see the colon next to the word fact you automatically assume there is something to follow.





Goldwater: The Man and the Menace

By Ralph Ginsburg

That the Senator is divorced from reality is unfortunate; that he may soon be able to divorce all of us from reality is terrifying

America is a strong country. She has survived Presidents like Grant and Eisenhower, whose level of intelligence in civilian affairs was what one would expect of Generals, and it has survived a President like Harding, who did not even have the excuse of being a General. It has had the strength to survive paranoids like Huey Long, Forrestal, and McCarthy, who achieved such great power and influence in political life that they were seriously considered for the Presidency, and it has survived totalitarian, semi-secret, quasi-military groups like the Ku Klux Klan, the Nazi Band, and the Communist Party. But now, for the first time in her history, America is facing an awesome combination of all three threats. In Goldwater's candidacy on a major party ticket, she faces the possibility of electing a President whose grasp of international affairs matches Harding's, whose personality traits are reminiscent of Forrestal's and McCarthy's, and who is backed by a well-organized, blindly ruthless, totalitarian, secretive, and powerful movement.

It is the very combination of these facts that makes an investigation into the mental condition of the Republican candidate so crucial. Goldwater's lack of intelligence in itself would not be catastrophic. An ability to make decisions, combined with good sense, plus a gift for appointing good advisers, could make up for it.

Not is it a question of mental health per se: Few of the heads of government of any nation at any time can be considered paragons of mental health. Even Goldwater's two nervous breakdowns are not in themselves sufficient cause for panic, although on the basis of them alone Goldwater would be excluded from high positions in the fields he admires most: Big Business, which would refuse to appoint him to a high corporate post, and the Military, which would deny him access to top-security material. But Mr. Goldwater's case is not one of an isolated mental incident, nor is the question merely whether or not he suffers from mental illness. Like physical sickness, mental illness can be a variety of totally different afflictions, some of which would have no significant bearing on the Presidency. Roosevelt's polio, Eisenhower's and Johnson's cardiac conditions, and Kennedy's back injury did not prevent them from functioning as Presidents, though Wilson's paralysis did. By the same token, certain mental illnesses can have little effect on a leader's efficacy, while others are intolerable and dangerous.

Mr. Goldwater's illness is not just an emotional maladjustment, or a mild neurosis, or a quirkiness. As emphatically stated by many of the leading psychiatrists in this country (see page 24 of this issue), the pattern of his behavior is ominous. From his sadistic childhood

fact:
Volume 1, Issue 5
1964

fact:

VOLUME ONE, ISSUE SIX \$1.25

Coca-Cola can cause tooth decay, headaches, acne, nephritis, nausea, delirium, heart disease, emotional disturbances, constipation, insomnia, indigestion, diarrhea and mutated offspring.

fact:
Volume 1, Issue 6
1964

fact:

VOLUME TWO, ISSUE FIVE \$1.25



**“Police brutality”
is not a myth.
Experts say 7 out
of 10 cops will
use violence when
it isn’t needed.**

fact:
Volume 2, Issue 5
1965

AVANT GARDE

Herb Lubalin x Ralph Ginzburg

"AVANT GARDE" was the most influential of the three publications designed by Lubalin and published by Ginzburg. The publication's first issue came out in 1968 and would last till 1971. The publication had around 14 publications, and was known to be exciting, edgy, vibrant and playful. "AVANT GARDE" combined elements of "EROS" and "fact".

"He took Futura and gave style to handful of letters. It was brilliant."
~ Ralph Ginzburg

Said by Ralph Ginzburg himself that the magazine was "dedicated to the future".

Aside from the magazine in its entirety being a notable, the typeface of the logo "AVANT GARDE" is legendary! The font used for the logo was Futura.

As most of the
world's ills are
traceable to
old imperatives,
old superstitions,
and old fools,
this magazine
is exuberantly
dedicated to the future

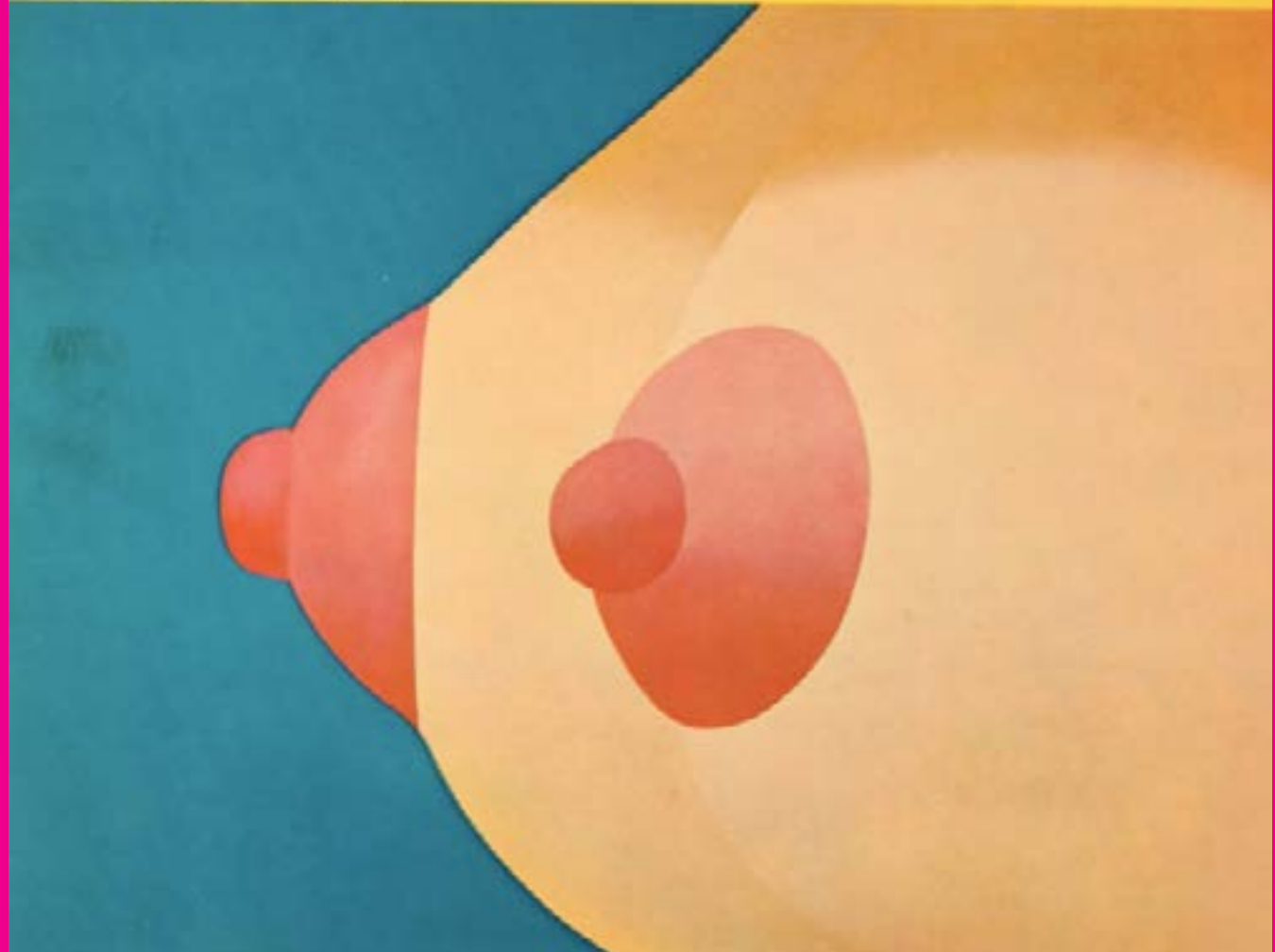


AVANT GARDE



AVANT GARDE
Volume 1
1968

AVANT GARDE 5



AVANT GARDE
Volume 5
1968

AVANT
GARDE¹¹



WEDDED BLISS:
A PORTFOLIO
OF EROTIC
LITHOGRAPHS BY
JOHN LENNON

AVANT GARDE
Volume 11
1970

**AVANT
GARDE**



**AVANT GARDE
Volume 10
1970**

**AVANT
GARDE¹⁴**



**AVANT GARDE
Volume 14 (Last Volume)
1971**

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Q & A

THE END...