Finding aid for the Graphic designs of Paul Schuitema, 1920-1965

Finding aid prepared by Rose Lachman.
Descriptive Summary
Title: Graphic designs of Paul Schuitema
Date (inclusive): 1920-1965
Number: 930034
Creator/Collector: Schuitema, Paul, 1897-1973
Physical Description: 0.05 linear feet (1 box)
Repository: The Getty Research Institute
Special Collections
1200 Getty Center Drive, Suite 1100
Los Angeles, California, 90049-1688
(310) 440-7390
Abstract: Dutch graphic, furniture, and architectural designer who worked in lithography, etching, woodcutting and painting. He was also a filmmaker, photographer, and teacher who applied the principle of De Stijl and constructivism to commercial advertising. The collection consists of printed ephemera such as advertisements, pamphlets, proof pages, flyers, and one photograph, representing Schuitema's designs, typography, photomontages, and use of color.
Request Materials: Request access to the physical materials described in this inventory through the catalog record for this collection. Click here for the access policy.
Language: Collection material is in Dutch, German and English.
Biographical/Historical Note
Paul Schuitema, 1897-1973, was a Dutch graphic, furniture and architectural designer who worked in lithography, etching, wood cutting and painting. He was also a film maker, photographer and teacher. As an early modernist, he applied the principles of de Stijl and Constructivism to commercial advertising. His style was direct and frontal, making graphic use of words and confronting the viewer with the object that needed to be sold in his advertising brochures.
Schuitema's work has been exhibited throughout Europe. His first American exhibition was held March, 1993 at the Prakapas Gallery in New York. He was active in the design of publications made by and for workers, such as Links Richten. He designed the pamphlets and advertisements for such Dutch companies as Berkel, Boele & Van Eesteren, De Vries Robbé and the ENCI.
Access
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Publication Rights
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Preferred Citation
Graphic designs of Paul Schuitema, Getty Research Institute, Research Library, Accession no. 930034.
http://hdl.handle.net/10020/cifa930034
Acquisition Information
The collection was acquired 1993.
Processing History
Rose Lachman processed the collection and wrote the finding aid.
Scope and Content of Collection
This collection is a sampling of Paul Schuitema's graphic design work (typography, typesetting, photography, photomontage), spanning the years 1920-1965. His designs for advertising material incorporate bold text, drawings, color and various photographic techniques. There are 27 examples of brochures, flyers, booklets and one photograph as described in the box list below. Each piece is numbered and dated by the Prakapas Gallery in New York and refers to the numbering on the list from the exhibition held March 11-14, 1993.
Arrangement note
Arranged according to the Prakapas inventory.
<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th><strong>Multifilm, ca. 1930s</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
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<tr>
<td>Brochure announcing sound recording and film. Front cover has an image with swirling negative film. Number 1.</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>Box 1, Folder 2</th>
<th><strong>Proefpagina for bouwen, bauen, bâtir, building, ca. 1920s</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Sheet with four images of different building types: a large room with removable partition walls for constructing additional rooms designed by Schröder en Rietveld, Utrecht; a recreation home designed by J.B. van Loghem, Rotterdam; a technical school at Scheveningen with the plan of the ground floor designed by J. Duiker, Amsterdam; and two views of a school designed by J.G. Wiebenga, Zwolle. Number 3.</td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Box 1, Folder 3</th>
<th><strong>Tentoonstelling Paul Schuitema, ca. 1930</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Announcement card for an exhibition in the gallery of C. Chevalier, Rotterdam. Number 4.</td>
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</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Box 1, Folder 4</th>
<th><strong>Onzichtbare Verliezen, 1922</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Brochure advertising weighing machines for the firm of Toledo-Berkel. Number 7.</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Box 1, Folder 5</th>
<th><strong>De Vries Robbé &amp; Co. (Gorinchem) and N.V. Betondak (Arkel), 1928</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Sixty-four page booklet consisting of full-page photographs about the De Vries Robbé company and its subsidiary, N.V. Betondak, advertising the products made by both factories. The photomontages and typography were designed by Schuitema with printing by C. Chevalier, Rotterdam. Number 8.</td>
<td></td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Box 1, Folder 6</th>
<th><strong>&quot;Turnall&quot; Asbestos Wallboard, ca. 1930s</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Brochure for H.J. Vermeulen, Amsterdam, advertising British-made &quot;Turnall&quot; asbestos which does not burn. Number 9.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 7</th>
<th><strong>Programma 20, January 28, 1965</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Program for a musical evening commemorating the twenty-year liberation of Auschwitz. Number 11.</td>
<td></td>
</tr>
</tbody>
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<thead>
<tr>
<th>Box 1, Folder 8</th>
<th><strong>Paul Schuitema, &quot;The Partisan’s Song,&quot; ca. 1950s</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Flyer advertising the short art film by Schuitema (who was also known as a ciné-artist) based on the song about the Jewish partisans around Vilna during the German oppression. Number 12.</td>
<td></td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Box 1, Folder 9</th>
<th><strong>Wij noodigen U uit, ca. 1920s</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Card advertising weighing machines made by Berkel, Amsterdam. Number 13.</td>
<td></td>
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</tbody>
</table>

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<tr>
<th>Box 1, Folder 10</th>
<th><strong>Scheveningen, 1936</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>Brochure advertising the attractions of Scheveningen during the 1936 season. Schuitema uses photomontage and color to highlight major events. The booklet was printed by C. Chevalier, Rotterdam. Number 17.</td>
<td></td>
</tr>
</tbody>
</table>
Box 1, Folder 11  De Nieuwe Berkel Snelweger, 1928
Scope and Content Note
Three-fold brochure advertising the newest Berkel weighing machine with a full-page photograph in the center. Number 18.

Box 1, Folder 12  Prinsen photo electric Exposure Meter, ca. 1940s
Scope and Content Note
Advertising flyer for Prinsen lens meter. Number 21.

Box 1, Folder 13  Wayne: de vrije man, de wayne man, ca. 1930s
Scope and Content Note

Box 1, Folder 14  Aanwijzingen voor het onderhoud van de VBP 8 Vleesch- en Kaassnijmachine, 1928
Scope and Content Note
Instruction booklet for the maintenance of a Berkel manufactured machine for slicing meat and cheese. Number 28.

Box 1, Folder 15  Giso waterdichte armaturen, 1920s
Scope and Content Note
Flyer advertising waterproof lighting fixtures for kitchen, bathrooms, hallways, etc. No. 29A.

Box 1, Folder 16  Sloeg het Hoogst, 1927
Scope and Content Note
Flyer advertising a microphone(?) with a picture of a man’s face with open mouth, apparently yelling. Number 34.

Box 1, Folder 17  Boele en van Eesteren, ca. 1920s
Scope and Content Note
Blotter with advertisement on recto for the firm of Boele en van Eesteren, manufacturers of concrete buildings. There is a photo of the apartment building, van Hogenhoucklaan, in The Hague, by the architect, Frans Lourijsen. Number 37.

Box 1, Folder 18  Boele en van Eesteren, ca. 1920s
Scope and Content Note
Blotter with advertisement on recto for the firm of Boele en van Eesteren, manufacturers of concrete buildings. There is a photo of the construction for a superphosphate factory in Pernis, by the architect, L.A. Godron. Number 38.

Box 1, Folder 19  Every "Berkel" is a proved machine, 1920s
Scope and Content Note
Two-sided flyer advertising the endurance of Berkel weighing machines. Number 41a.

Box 1, Folder 20  VBP 5 Snijmachine, 1920s
Scope and Content Note
Brochure advertising a Berkel slicing machine which comes on a stand. Number 43.

Box 1, Folder 21  Boele & van Eesteren, ca. 1920s
Scope and Content Note
Blotter with advertisement on recto for the firm of Boele en van Eesteren, manufacturers of concrete buildings. Listed are 38 cities in which their buildings can be found. Number 49.
Box 1, Folder 22  
**Toledo Berkel Snelwegers, ca. 1930s**  
Scope and Content Note  
Brochure advertising several models of Toledo Berkel weighing machines. Number 51.

Box 1, Folder 23  
**Nutricia, 1929**  
Scope and Content Note  
Folded brochure advertising powdered milk. Number 55.

Box 1, Folder 24  
**Breda, Spulkrantz, Deviderette, Cheeselet, Corona, ca. 1930**  
Scope and Content Note  
Brochure advertising the rayon industry and specifically a machine for reeling yarn. Number 66.

Box 1, Folder 25  
**De Vries Robbé & Co., Gorinchem, Holland, ca. 1930s**  
Scope and Content Note  
Sixty-five proof pages advertising this manufacturing plant. Their products include steel structures, metal windows and doors and panelled steel radiators. Schuitema's signature is on the front page in pencil. Number 69.

Box 1, Folder 26  
**Berkel, weighing efficiency, speed, beauty, 1920s**  
Scope and Content Note  
Flyer advertising the Berkel scale as manufactured in London. Number 70.

Box 1, Folder 27  
**Berkel, extraordinarily large chart, stops dead, weighs without wavering, 1920s**  
Scope and Content Note  
Flyer advertising the Berkel scale as manufactured in London. Number 71.

Box 1, Folder 28  
**Gisolampen, Gispen meubels, ca. 1920s**  
Scope and Content Note  
Photograph advertising furniture from the firm, Gispen. Number 91.