

**John Follis [1923–1994]. ARTS & ARCHITECTURE COVERS, 1950–57, EACH 10 x 12¾ IN.** Follis designed and illustrated many covers for this publication, first, from 1942 to 1944, for art director Alvin Lustig, and then as art director himself. Follis's covers display his bold yet refined sense of composition and his great sensitivity to form and color. The same sensibility marks the planters he created for Architectural Pottery, the operation he cofounded in 1950 and whose elegant modern forms became icons of California's outdoor leisure lifestyle. Like his modernist colleagues, he believed good design could improve the world.<sup>13</sup> ¶ Follis was one of Lustig's many former students who went on to shape the L.A. design scene, and these magazine covers only hint at the wide range of his talents and the types of projects to which he applied his gifts. Follis is credited as among the first to merge graphic-design principles with large-scale architecture, making him a pioneer in the establishment of the field of environmental graphics.<sup>14</sup> ¶ Along with other creators of A&A covers, Follis founded the Society of Contemporary Designers, an organization both ironic and serious that created a community of designers before the establishment of local professional organizations such as the Art Directors Club and the L.A. chapter of the American Institute of Graphic Arts (AIGA).<sup>15</sup>

