Lea Hoyt papers and design work, 1933-1998
KA.0027

This finding aid was produced using the Archivists' Toolkit
February 28, 2017
Describing Archives: A Content Standard
Table of Contents

Collection Overview .................................................................................................................. 2
Biographical note ..................................................................................................................... 3
Scope and Contents of Collection ............................................................................................... 3
Organization and Arrangement ...................................................................................................... 4
Administrative Information .......................................................................................................... 4
Keywords for Searching Related Subjects .................................................................................. 5
Other Finding Aids note ................................................................................................................. 5
Collection Inventory .................................................................................................................... 5
Series I. Biographical materials .................................................................................................... 6
Series II. Design drawings ............................................................................................................. 6
Series III. Photographs .................................................................................................................. 6
Series IV. Printed materials and textiles .......................................................................................... 6

Collection Overview

Repository Kellen Design Archives

Creator Hoyt, Lea, 1912-1998

Creator Lea Hoyt Designs.

Creator - Correspondent Neumann, Vera

Title Lea Hoyt papers and design work

Date [inclusive] 1933-1998
Extent

1.8 linear ft: 1 box, 10 folders

Summary

Lea Hoyt (1912-1998) received a degree in graphic design from the New York School of Fine and Applied Art (later, Parsons School of Design) in 1933, and went on to a six decade career as a graphic and textile designer. The collection includes biographical material, correspondence, design drawings, photographs, and examples of Hoyt's work, represented by napkins and paper plates, among other items.

Preferred Citation note

[Identification of item], [date (if known)], Lea Hoyt papers and design work, KA.0027, box __, folder __, New School Archives and Special Collections, The New School, New York, New York.

Biographical note

Lea Hoyt (1912-1998) created original batik, silk screened, and hand-painted designs for paper goods (greeting cards, wrapping paper, plates and napkins), textiles, and clothing.

After attending Textile High School in New York, Lena Roberta La Rue Hoyt (at some point she began using Lea) enrolled in a three-year program at the New York School of Fine and Applied Art (now, Parsons The New School for Design). She graduated in 1933 from the Graphic Advertising and Illustration Department. Hoyt was later hired as a stylist by the textile converting firm of Cohn-Hall-Marx, Inc., where she worked for thirteen years. She was then offered a position with "Scarves by Vera" for whom she designed linens, blouses, and Vera Neumann's trademark scarves in the early 1960s. While designing for Vera, Hoyt won a Louis Comfort Tiffany award, which she used to finance a study trip to Scandinavia and Positano, Italy.

Hoyt later worked as a designer for Ameritex and for Burlington Industries. She retired in 1978 and moved from Fairlawn, New Jersey to Punta Gorda, Florida where she became an artist and freelance designer of clothing, textiles, and paper goods. Hoyt joined the Sea Grape Gallery, an artists' co-operative, where she taught batik and silkscreen techniques, and during this period, expanded into new media, studying ceramics and stained glass.

Scope and Contents of Collection
The Lea Hoyt papers include biographical materials, textile design drawings executed in a variety of media, photographs, printed materials, and samples of products created using Hoyt's designs.

Biographical materials include Hoyt's diploma from the New York School of Fine and Applied Art, copies of her school transcript, clippings about her, and correspondence regarding the Tiffany Foundation award. This series also includes a letter from Vera Neumann.

The design drawings are comprised of drawings in a variety of media. Although some depict flowers and animals, the majority feature geometric shapes, patterns, and abstractions. The drawings do not indicate how the design would eventually be used, nor are the items dated. The collection includes one example of Hoyt's student work, an advertising illustration for R. H. Macy's department store.

Photographs and slides depict artwork, women's apparel, and Hoyt displaying her work in a gallery and working on batik designs outdoors at her home in Florida. With the exception of a black and white photograph of Hoyt dated 1964, all photographic materials date from the late 1960s to the early 1990s.

Printed materials and textiles consist of finished products incorporating Hoyt's designs. These include greeting cards, paper napkins and plates, batik-patterned wrapping paper, and a fabric sample. The series also includes commercial paper goods catalogs from the 1970s featuring Hoyt's work. Textiles employing a lady bug motif may have been designed by Hoyt, or may represent a gift from Hoyt's former employer, Vera Neumann.

Return to Table of Contents »

Organization and Arrangement

Organized in 4 series:

I  Biographical materials, 1933-1990s
II  Design drawings, circa 1933, undated
III  Photographs, 1964-1994
IV  Printed materials and textiles, 1972-1986, undated

Return to Table of Contents »

Administrative Information

Publication Information
Kellen Design Archives November 9, 2010

Conditions Governing Access note
Collection is open for research use. Please contact archivist@newschool.edu for appointment.

Use Restrictions
To publish images of material from this collection, permission must be obtained in writing from the New School Archives. Please contact: archivist@newschool.edu.

Immediate Source of Acquisition note
Donated by Earl Hoyt, Lea Hoyt's son, 1999.

Keywords for Searching Related Subjects

Genre(s)
- Christmas cards.
- Drawings.
- Mock-ups.
- Photographs.
- Screen prints.
- Slides (photographs).
- Textiles.

Occupation(s)
- Graphic designers.

Subject(s)
- Artists -- Florida -- 20th century.
- Batik.
- Commercial art -- United States -- 20th century.
- Graphic design.
- Silk painting.
- Textile design -- United States -- 20th century.

Other Finding Aids note
For selected item-level description and images from the Lea Hoyt papers and design work, see The New School Archives Digital Collections at http://digitalarchives.library.newschool.edu/index.php/Detail/collections/KA0027.

Collection Inventory
### Series I. Biographical materials 1933-1990s
Link to selected images from this series., 1933-1990s

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<thead>
<tr>
<th>Description</th>
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<tr>
<td>Clippings, 1950s, 1980s-1998</td>
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<tr>
<td>Correspondence, 1962-1977</td>
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<tr>
<td>Diploma from New York School of Fine and Applied Art and reproduction of personal statement, 1933, 1978</td>
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<td>Transcript from New York School of Fine and Applied Art, 1933</td>
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### Series II. Design drawings circa 1933, undated
Link to selected images from this series., circa 1933, undated

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<td>Abstractions and patterns</td>
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<td>Floral</td>
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<td>Holiday</td>
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<td>Student work, circa 1933</td>
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### Series III. Photographs 1964-1994
Link to selected images from this service., 1964-1994

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<td>Slides</td>
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### Series IV. Printed materials and textiles 1972-1986, undated
Link to selected images from this series., 1972-1986, undated

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<td>Greeting cards and envelopes, undated</td>
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<td>Napkins, undated</td>
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<td>Paper plates and wrapping paper sample, undated</td>
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<td>Scarves [?] by Vera, circa 1977</td>
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<td>Textile sample, undated</td>
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