

**Art Directors and Designers Association
(ADDA) of New Orleans Collection**

6 boxes, 2.25 linear feet

**Special Collections & Archives
J. Edgar & Louise S. Monroe Library
Loyola University New Orleans**

Collection 85

Art Directors and Designers Association (ADDA) of New Orleans Collection

Reference Code

Collection 85

Name and Location of Repository

Special Collections and Archives, J. Edgar & Louise S. Monroe Library, Loyola University New Orleans

Title

Nancy Sharon Collins Design Collection

Date

1959-2013 (bulk 1961-1990)

Extent

2.25 linear feet

Name of Creator

Collins, Nancy Sharon
Smith, Donald C.
Levy, Byron L.

Administrative/Biographical History

The Art Directors and Designers Association (ADDA) of New Orleans was founded in 1961 by Donald (Don) C. Smith and Byron L. Levy. The aim of the organization was to elevate the art of advertising as a profession and promote continuing education within the graphic arts profession. At the time of this donation, the Ad Club was the oldest professional advertising organization in New Orleans and it primarily served businessmen and executives. ADDA was born out of a collective desire to provide professional opportunities for artists and designers in the world of advertising. Between 1963 and 1995, the organization hosted several annual awards shows and exhibitions showcasing designers across Louisiana.

Painter and sculptor Don Smith received a B.A. in Journalism from Tulane University. He served as the first president of ADDA as well as Art Director for the Knox Reeves-Fitzgerald Advertising Company. In 1962, Smith was the first commercial artist

to be named New Orleans “Ad Man of the Year,” an award presented annually by the Ad Club. As a freelance artist, Smith’s paintings were used in advertisements in magazines such as *Western Horseman* and *Extension*. Smith, alongside Gus Levy and Ted Drell, developed a showcase of 40 art directors and artists in the New Orleans area that included 140 slides and a 34 minute soundtrack that was presented to the Ad Club.

Artist and designer Byron Levy (1921-2015) was president of the Alco Paper Company, a Louisiana-based company founded by his father. Levy received a B.A. in Engineering at Tulane University in 1941. He also served as president of the Southern Paper Trade Association. His sketches and paintings have been exhibited in galleries, museums, and the *Times-Picayune*. Ted Drell was a highly successful illustrator for commercial use in New Orleans. His style was realistic with a flair for a positive aspect on the subject.

In 1999, ADDA was officially chartered as the New Orleans chapter of American Institute of Graphic Arts (AIGA). The AIGA was initially founded in 1914 and is one of the oldest and largest design associations.

Scope and Content

The collection consists of materials created and collected by members of ADDA between 1960-1999. It includes administrative records such as bylaws, code of ethics, and board minutes as well as membership directories from 1989-1999. Most notably, the collection includes catalogs from annual award shows and exhibitions, presentation slides and notes from the 1962 ADDA presentation and event flyers from the 1970s-1990s.

System of Arrangement

The collection is divided into seven series: Membership, Awards and Exhibitions, Research and Subject Files, Promotional Materials, Printed Materials, and Audiovisual Materials. The arrangement scheme for the collection was imposed during processing in the absence of a usable original order.

Conditions Governing Access

The collection is open for research use.

Conditions Governing Reproduction and Use

Physical rights are retained by the J. Edgar and Louis S. Monroe Library, Loyola University New Orleans. Copyright is retained in accordance with U.S. Copyright Laws.

Language and Scripts of the Material

English

Processing Information

Processed by Mare Lodu, April 2026.

Related Archival Materials

History of Graphic Design in South Louisiana, T. Harry Williams Center for Oral History (LSU Libraries)

Nancy Sharon Collins Design Collection (Loyola University New Orleans Special Collections and Archives)

Series Description

Series I Administrative Files (1961-1995)

This series consists of bylaws, code of ethics, correspondence, and board minutes.

Series II Membership (1989-1996)

This series consists of membership directories, applications, kits, and membership cards.

Series III Awards and Exhibitions (1963-1995)

This series consists of catalogs from annual awards shows and exhibitions including the inaugural exhibition in 1963.

Series IV Research and Subject Files (1962-2008)

This series consists of materials relating to the co-founder and president, Don Smith, presentation slides and a transcript from the 1962 ADDA presentation to the Ad Club, artwork by members, materials from the History of Graphic Design project led by Nancy Sharon Collins and Daniela Marx.

Series V Promotional Materials (ca. 1960s-1997)

This series consists of stationery, event flyers, newsletters, press clippings, and press releases.

Series VI Printed Materials (1959-2009)

This series consists of ephemera, publications, and printed materials from New Orleans, Houston, and New York.

Series VII Audiovisual Materials (1962-2009)

This series consists of audio and video including a digitized version of the 1962 ADDA slideshow, ADDA Awards list, and more.

Series VIII Oversize (1963-2013)

This series consists of an oversize ADDA award and printed materials.

Container List

Series I: Administrative Files, 1961-1995

Box	Folder	Description
1	1	Bylaws
	2	Code of Fair Practice and Ethics
	3	Correspondence, 1961-1994
	4	Board Minutes, 1962-1965
	5	Board Minutes, 1995

Series II: Membership, 1989-1996

Box	Folder	Description
1	6	Membership Directories, 1989-1999, undated
	7	Membership Applications, undated
	8	Membership Kit, 1965, 1993-1994, 1998
	9	Membership Cards and Name Tags

Series III: Awards and Exhibitions, 1963-1995

Box	Folder	Description
1	10	ADDA Inaugural Exhibition, 1963
	11	Second Exhibition: Graphic Horizons, 1965
	12	Third Exhibition, 1996
	13	25th Annual Awards Show, 1989
	14	28th Annual Awards Show, 1993
	15	30 Year Retrospective, 1994
	16	Call for Entries, 1995
	17	Best of Show Judges, 1995

Series IV: Research and Subject Files, 1962-2008

Box	Folder	Description
1	18	Don Smith
	19	Art for Reproduction by Don Smith, ca. 1960s
	20	ADDA Presentation Transcript, 1962
2	1	ADDA Presentation Slides, 1 of 3
	2	ADDA Presentation Slides, 2 of 3
	3	ADDA Presentation Slides, 3 of 3

4	Hugh Alvin Ricks, 2005
5	Roy Robinson, 2008
6	The History of Graphic Design, 2008
7	LSU Oral History Release Forms
8	LSU Oral History Interview Questions
9	Staff Photographs

Series V: Promotional Materials, ca. 1960s-1997

Box	Folder	Description
2	10	ADDA Stationery
	11	Event Flyers, ca. 1970s
	12	Event Flyer, 1987-1996
	13	Event Flyers, undated
	14	Thumbnail Newsletter, 1964, 1967-1968, 1996
	15	Press Releases, 1960s, 1994
	16	Newspaper Clippings, 1960s, 1994
	17	Vaqueros Drink Night, 1995

Series VI: Printed Materials, 1959-2009

Box	Folder	Description
2	18	ADC New York Conference Flyer, 1959
	19	Houston Lithoclubber, 1961
	20	The Paste Up, October 1965
	21	A Demonstration of Creativity and Craftsmanship of Advertising and Graphic Art Sources in Louisiana, undated
	22	ADC Houston Membership Kit, 1994
	23	What's Going On?, undated
	24	Constance: A Collection of New Orleans Artists, 2006
	25	YA/YA 20th Anniversary, 2008
	26	Cards and Invitations, undated
	27	AIGA 1997, 2006, 2009

Series VII: Audiovisual Materials, 1962-2009

Box	Folder	Description
3		ADDA #1 Dub, July 25, 2007 (reel to reel)
4		ADDA #1 Backup, May 15, 1991 (reel to reel)
5		ADDA Slideshow (DVD)
		ADDA Slideshow (DVD)
		BDay Bash History Trailer, January 20, 2009 (DVD)
		Nancy Sharon Collins and Daniela Marx, People's History (DVD)
		AIGA Speak 4 Yourself, Poster PDF Katrina, August 29, 2005 (CD)
		History of South Louisiana Trailer (DVD)
		ADDA #1 Tracks 1/26 Preservation Copy (CD)
		ADDA #1 Tracks 1/26 Service Copy (CD)
		Graphic Design, Gerard Schuppert (Microcassette)
		ADDA #1 (Audiocassette)
		ADDA Awards List (floppy disk)

Series VIII: Oversize, 1963-2013

Box	Folder	Description
OS 1	1	1963 ADDA Award, Donald C. Smith
	2-3	Upton's Series of New Orleans Places and Things by New Orleans Graphic Artists, ca. 1968
	4	Desire, Spring and Autumn 2005
	5	Desire, Autumn 2006
	6	Desire, Summer and Winter 2007
	7	Desire, Summer 2008
	8	Desire, Autumn 2013