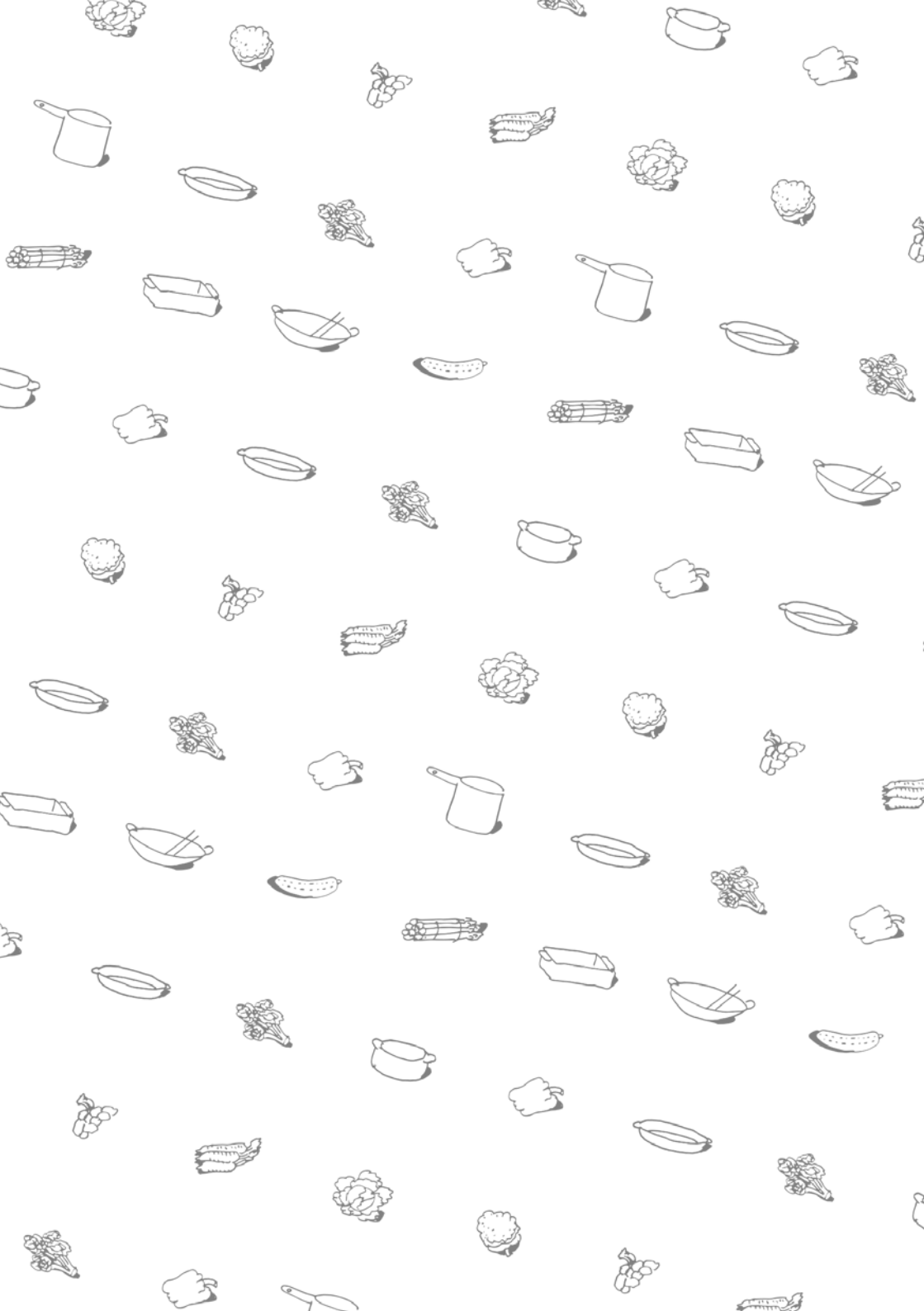


# The Art of Marvin Rubin

Selected Illustrations 1973-1984



Collected and presented by Lutz Reineke



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This book is dedicated to my mother (as known as the greenest thumb and most caring (plant-) mum on earth).

## Imprint

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## Foreword

When I held it in my hands, I knew it was for me. „Plantasia“, an experimental electronic music album from 1976 by bandleader, songwriter and composer Mort Garson, does not only strike with its fantastic, wonky synthesizer lullabies (definetly worth a listen!), but furthermore is widely recognized among obscure music hunters and interests alike for its one of a kind album cover art.

A stickfigure man on the left and a woman on the right centered by a big, coloured indoor plant, receiving sound waves from the above-floating „T“ in Plantasia.

With an original, complete copy of the original LP pressing you'll get a little booklet explaining the concept behind the album. „Warm earth music for plants... And people who love them“ indicates soundtracks composed for the comfort indoor plants. We have song titles like „Symphony For A Spider Plant“ and „Swingin' Spathiphyllums“, just for example.

The booklet itself was advertised as the „famous plant care remedy chart by Lynn & Joel Rapp“. And this is where I started to dig a little deeper into the wonderful world of Marvin Rubin's illustrations.

You could write a book on that album alone, so I just take a shortcut here and direct where this little book is actually dedicated to: The artwork - and the artist behind the illustration(s).

On my first quick investigation I found out more about the authors of the Plantasia booklet and saw that there were more publications besides this little gimmick.

Lynn & Joel Rapp would write vegetarian cookbooks and books on keeping your indoor plants growing and alive (which I should definitely take a closer look at myself).

I was very happy to find out that Rubin accompanied all these publications with his drawings and illustrations.

Over the span of this book I will showcase his artworks printed in these books to give them a stage for their own, which they absolutely deserve. I of course tried to find out about Rubin himself, but the internet does not give many information whatsoever.

I tried e-mailing publishers and other associates with little to no success. I however managed to get my hands on a scan of a newspaper journal from June 1961 stating the following:

„Besides writing Ultimatum to Illustrators in CA, May, 61, the many attributes of Marvin Rubin include illustrating, designing, teaching (Chouinard Institute), and highly developed powers of observing and interpreting the scene around him.

Often it's the industry that is the target for the Rubin satire, e.g. the samples at the left and his outstanding illustrations for the Hal Stebbins Advertising Almanac (CA, April, 60)(...)“

## Foreword

Whether Rubin is still alive or not is not of my knowledge. I excluded the artworks shown in the article mentioned previously to avoid copyright infringement but will be happy to forward the source on request.

The publications covered in this book (in chronological order) are: „Easy Indoor Plants (1973)“, „Grow With Your Plants (1974)“, „Dear Mother Earth (1978)“, „Mr. Mother Earth’s Vegetable Cookbook (1981)“ and „Mr. Mother Earth’s Vegetarian Feasts (1984)“.

Of course, Rubin’s work is far beyond working together with these two fantastic authors (the books themselves are excellent reads, sometimes they pop up on ebay and sites alike. Not that hard to come by, if you actually know the full title. I highly recommend going after a copy of basically any of these yourself).

I limited myself to cover these books only, as they are directly related to the „Plantasia“ album in context and style. All captions are taken directly from the source material (without changing capitalisations, hence the inconsistency), if there is no caption shown, then there was none in the original. I furthermore restrict this to (mostly) pictures only, as I am a) not a very rutinated writer and b) don’t want to take away too much from the books themselves. Also here I will be happy to provide further information and scans on request.

But now on to the fun stuff.  
Enjoy the work of Marvin Rubin!





Marvin Rubin  
(1961)

# *Easy Indoor Plants*

*Lynn and Joel Rapp*

*Illustrated by Marvin Rubin*

*Penguin Books*

## Easy Indoor Plants

First off we will take a look at Rubin's illustrations in Lynn and Joel Rapp's 1973 „Easy Indoor Plants“.

As the name might suggest, this book is about house-keeping your indoor flora whilst avoiding struggling with maintaining its life.

The book was first published by J.P. Tarcher, Inc, in 1973 and later revisited by Penguin Books in 1977.

You'll get advise on how to to buy, water, groom and expose your plants to light, just to name a few.

Everything's written on a light, humorous tone, just as all the other books to be covered afterwards.

Being stated in the foreword: „We're just ordinary people who've had long and practical experience growing house-plants, and after having tried and failed and finally succeeded with virtually every plant that can be grown successfully indoors, we'd like to share it all with everybody“, you can expect a Bahama-like vacation of a read, continously being fed with trusted information by true professionals.

To help elaborating all this to a new level of comfort, you can take a glimpse at Rubin's illustrations, sometimes even serving step-by-step tutorials on how to treat your green friends right.

If you're interested in this topic (and this book), I can again only highly recommend seeking out a copy yourself.



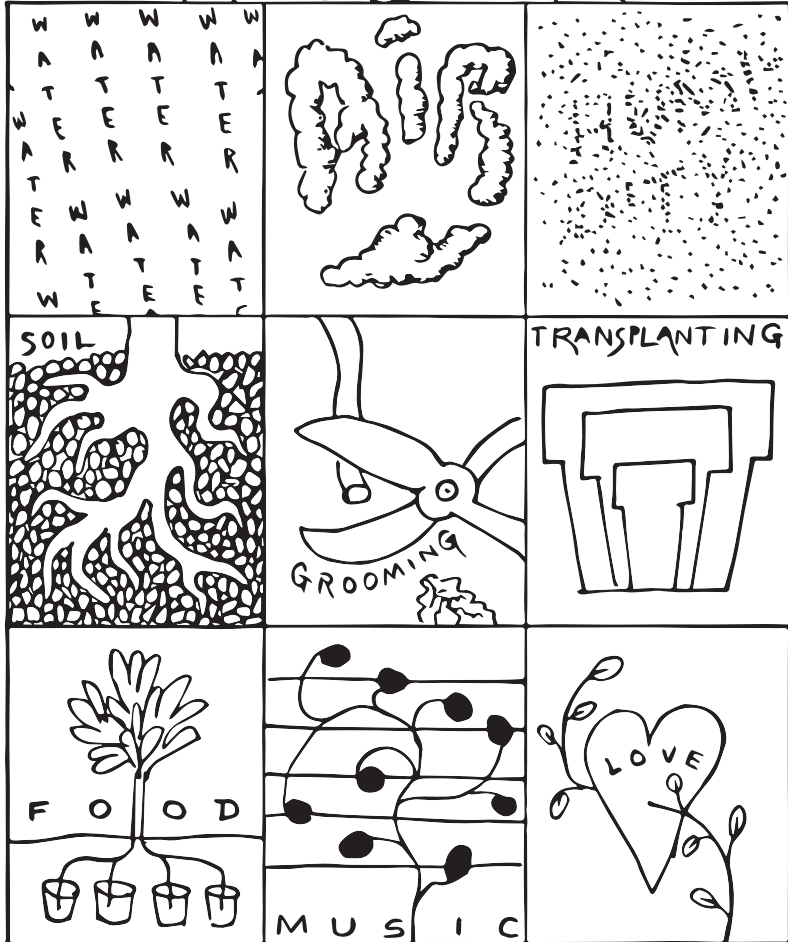
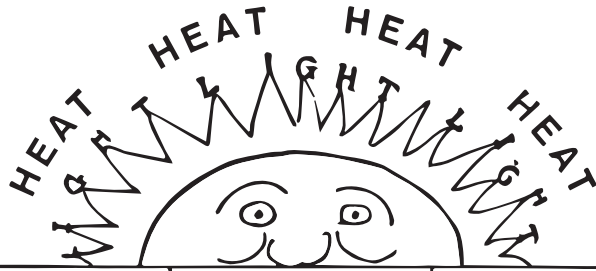
*„Take them into the shower with you“*



*„Most bromeliads thrive on partial neglect“*



*„Don't feed your philodendrons too much as they are fast growers.“*

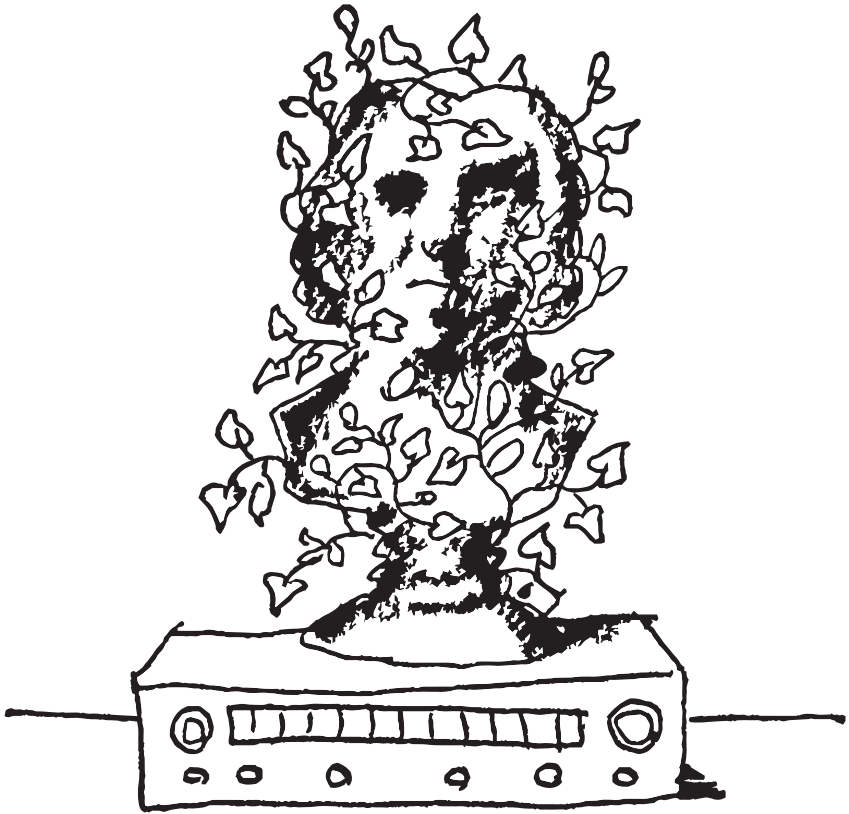


„Basic principles of plant care“



*„Buy your plants at a reputable nursery.“*





*„Plants have definite classical leanings.“*



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This book is not a novel, nor an autobiography - but stick with me and you'll find over 230 pages packed with the most quirky and unique American vintage line art about all your favorite vegetables, indoor plants and healthy greens alike.

Rubin is an American illustrator, graphic designer, caricaturist and teacher, originating from Los Angeles, California. Having designed for various institutions and customers ever since his graduation from UCLA, Rubin (if not by name, but by work) is widely known for his outstanding album cover art for Mort Garson's 1976 experimental electronic album „Plantasia“.

But there is way more to be discovered.

During the span of more than a decade Rubin accompanied authors Ms. Lynn Rapp and Mr. Joel Rapp on their journey to teach about maintaining indoor flora and vegetarian diets. Rubins artworks are to be found throughout these publications and set the tone for gorgeous-to-look-at fantastic reads. This book gives these illustrations a stage of their own, which they truly deserve.

Dive into the wonderful world of Marvin Rubin.

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