



Milton Glaser

DESIGNER'S FULL NAME: Milton Glaser

DESIGNER'S PSEUDONYM/NICKNAME: None

GENDER: Male

YEAR BORN: 1929

COUNTRY IN WHICH DESIGNER BORN: The United States of America.

YEAR DIED: ---

COUNTRY IN WHICH DESIGNER DIED: ---

RACE | ETHNICITY | RELIGION | POLITICAL ALIGNMENT

IF ANY OF THE ABOVE AFFECTED EITHER THE ARTIST'S LIFE EXPERIENCE OR WORK BECAUSE IT/THEY PROVIDED A CHALLENGE AT THE TIME, PLEASE EXPLAIN.

None of the above qualities of the designer provided a challenge for the time.

DID THIS DESIGNER DO NOTABLE WORK IN FIELDS OTHER THAN WHAT WOULD TODAY BE CONSIDERED GRAPHIC DESIGN? EXPLAIN.

In 1968, at the age of 39, he and clay Felker founded New York magazine, which became the model of city magazine and inspired a lot of imitation.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

In the early 1970s, the American economy fell into a depression. The shadow of the cold war and the fear of mass unemployment made people lose confidence in life. At that time, the "I love NY" designed by Milton Glaser was like a stimulant, which made Americans excited and began to rekindle hope. It brings up to seven figures of wealth to New York state every year. Since then, this simple, lovely and vibrant logo and slogan has become one of the most classic graphic design works in the history of the United States, and it still exists in every corner of the city as a symbol of the spirit of New York. However, in 2001, the sudden occurrence of 9 / 11 once again caused people great pain. After the incident, Milton Glaser realized what he should do for the depressed city, so "I love NY" was given a deeper meaning. He designed the second-generation logo "I Love NY More Than Ever" based on the original. This small and warm logo once again inspired the patriotic feelings of New York citizens, and encouraged all Americans to go through that difficult period.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

There is nothing notably controversial about this designer.

EXPLAIN THIS DESIGNER'S EDUCATION/TRAINING, INCLUDING ACADEMIC, APPRENTICESHIPS, AND /OR MENTORSHIPS.

From 1948 to 1951, he studied at the Design Institute of the Cooper Union. From 1952 to 1953, he went to the Accademia di Belle Arti di Bologna as a Fulbright Scholar to teach and exchange academic knowledge.

DID THIS DESIGNER PROMOTE A SPECIFIC IDEOLOGY IN HIS/HER WORK? EXPLAIN.

In 1974, in the period when rational design thought dominated in Switzerland, Pushpin Style was unusual design ideas. Obviously, he enriched the design trend at that time. In his decades of graphic design career, he has been a prolific creator and he fully demonstrated the characteristics of Postmodernism in his works. Even at the age of 90, he is willing to fight on the design front line. The idea he

brings us is that an excellent(Pushpin Studio) designer will never grow old.

WHY IS THIS DESIGNER VIEWED AS ICONIC IN THE HISTORY OF GRAPHIC DESIGN?

Because he founded Pushpin Studio.

He received a lifetime achievement award from Cooper Hewitt, National Design Museum.

He was the first graphic designer to win the National Art Award. Issued by President Obama of the United States at that time.

In the early 1970s, the American economy fell into a depression. Because the shadow of the cold war and the fear of mass unemployment made people lose confidence in life. The “I love NY” designed by Milton Glaser was like a stimulant, which made Americans excited and began to rekindle hope. It brings up to seven figures of wealth to New York state every year.

In 2001, the sudden occurrence of 9 / 11 once again caused people great pain. After the incident, Milton Glaser realized what he should do for the depressed city, so “I love NY” was given a deeper meaning. He designed the second-generation logo “I Love NY More Than Ever” based on the original. This small and warm logo once again inspired the patriotic feelings of New York citizens, and encouraged all Americans to go through that difficult period.

As a designer, he had a positive impact on human society, he made people full of hope and confidence, and made a significant impact on world peace and environmental protection.

IS THERE ANY OTHER IMPORTANT INFORMATION TO KNOW ABOUT THIS DESIGNER?

One of his most recent works, a logo symbolizing global climate change, advocates people to face up to and pay attention to climate issues, and appeal people to develop technologies and solutions to solve climate change as soon as possible.

YOUR NAME: Dan Yang

STATE YOUR EDUCATED OPINION OF THIS PERSON AND THE QUALITY/IMPORTANCE OF HIS/HER WORK. EXPLAIN WHAT INFLUENCE - OR LACK OF INFLUENCE - THIS WORK HAS HAD ON YOUR OWN.

Milton Glaser is one of the founders of the Push Pin Studios. He was also named the most important designer in 50 years. Push Pin Studios is an immortal legend in the eyes of all artists who have participated in the “golden age” of the studio, as well as graphic designers all over the world. He and other founders established their own style in their independent creation, and at the same time they led the graphic design industry in the United States and even the world. Push Pin Studios provided another choice for the pure modernism style at that time. Its strategy, interest in folk printing images and conscious integration of different styles all foreshadowed the overall rise of postmodernism. They refuse to cater to the more conventional method in art history, that is, the method that traditional illustrators work hard to maintain. As early postmodernist experts, they were never intimidated by art critics. He led and promoted the development and growth of Postmodernism.

One of his most famous and influential works is the “I love New York” logo. It may be one of the most copied design logos in

the world, and it affects an entire generation. He has not only influenced the design industry, but also human society.

In the early 1970s, the American economy fell into a depression. The shadow of the cold war and the fear of mass unemployment made people lose confidence in life. At that time, the “I love NY” designed by Milton Glaser was like a stimulant, which made Americans excited and began to rekindle hope. Since then, “I love NY” has been applied as the city mark of New York. Many restaurants, hotels and souvenir shops have bought its right to use it, and it brings up to seven figures of wealth to New York state every year. Since then, this simple, lovely and vibrant logo and slogan has become one of the most classic graphic design works in the history of the United States, and it still exists in every corner of the city as a symbol of the spirit of New York.

However, in 2001, the sudden occurrence of 9 / 11 once again caused people great pain. After the incident, Milton Glaser realized what he should do for the depressed city, so “I love NY” was given a deeper meaning. He designed the second-generation logo “I Love NY More Than Ever” based on the original. On the left side of the striking red heart is a small piece of black, it is symbolizing the collapse of The Tower of the World Trade Center. This simple and straightforward words covered the streets of New York overnight, and soothed the injured hearts. This small and warm logo once again inspired the patriotic feelings of New York citizens, and encouraged all Americans to go through that difficult period.

His works make people hope again, gain confidence and start to live actively and hard, and he also has made a positive contribution to the fight against terrorism. What a great achievement it is. He made me understand that as a designer, I can't just be satisfied with the beauty of a logo design in front of me. An excellent work has soul and life. It is not only a logo, but also has more and more profound significance and responsibility.

His contribution and influence on design and human society are not only reflected in this. Moral sense is the core of Milton Glaser's design philosophy. He believes that design should have a sense of responsibility to the public, which can be compared with the oath of doctors or soldiers. Therefore, Milton Glaser pays more attention to the impact of design on society, and his design is also changing the way which society and people think about design. Milton Glaser actively participates in social issues. One of his most recent works, a logo symbolizing global climate change, advocates people to face up to and pay attention to climate issues, and appeal people to develop technologies and solutions to solve climate change as soon as possible.

His greatness lies in that he has promoted the development and progress of the design style of the whole world and carried forward postmodernism. At the same time, as a designer, he had a positive impact on human society, he made people full of hope and confidence, and made a significant impact on world peace and environmental protection.

BIBLIOGRAPHY

Katy Cowan. (2018, January 3)). Milton Glaser on his most iconic works and the importance of ethics in design. *Creative boom*, from <https://www.creativeboom.com/features/milton-glaser/>