



Milton Glaser

DESIGNER'S FULL NAME: The designer's full name is Milton Glaser.

DESIGNER'S PSEUDONYM/NICKNAME: None

GENDER: Male

YEAR BORN: He was born on June 26, 1929.

COUNTRY IN WHICH DESIGNER BORN: He was born in 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 BE CONSIDERED GRAPHIC DESIGN TODAY? EXPLAIN.

Milton Glaser mostly did all his work in the design field. He currently works in the education field as an instructor for the School of Visual Arts in New York and is also the acting Chairman of the Board (In Brief: Milton Glaser).

LIST AT LEAST ONE OTHER WORK THAT IS NOT NAMED IN THIS TIMELINE FOR WHICH THIS DESIGNER IS WELL KNOWN. IF WORK CO-CREATED, LIST THE OTHERS INVOLVED.

Another one of Glaser's works is Color Fuses. This large mural was well known at the time it was installed as it was one of the world's largest contiguous murals. It measured in 672 feet length and was made of 35 bands of painted color and corresponding illumination. This was a feat that both designers and tourists were impressed by. This piece is the result of years of design experience that allowed him to explore past magazines and prints to designing architecture. This was a commission from GSA's Art in Architecture program and Milton also worked with building architect Evans Woolen (Milton Glaser).

EXPLAIN IF THIS FAME IS ONLY WITHIN DESIGN CIRCLES OR ANY OTHER SUBSET OF THE POPULATION.

The fame of this piece is popular in both the design circles and casual tourists.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

This work shows aspects of his style of graphic design in that he was the one who designed the overall look and function of the mural. This is quite unique in that he designed a large scale mural rather than the typical work of poster design.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

Milton Glaser is mostly known for his *I Love New York* design and his work with PushPin Studios. This simple design was created to help promote the city and the state. Many New Yorkers loved the design and it is iconic to tourists even today. The simple typeface that is paired with the stylized red heart gives a fun feeling to the design. After the tragic events of September 11th in 2001, Milton Glaser went back and revised his design to fit the new tone and mood of New Yorkers. He added to the logo the simple yet powerful wording "More than ever".

This created a completely new tone to the original logo and it inspired love and pride in New Yorkers who had been heavily affected by the attack (Milton Glaser).

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

There is nothing notably controversial about this designer.

WHAT MATERIALS WERE MOST OFTEN USED BY THIS DESIGNER IN THE CREATION AND PRODUCTION OF WORK?

He is very hands on. He uses pencil and ink for sketches and then does computer work for final designs.

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

He had an early education from High School of Music and Art, then graduated from the Cooper Union School of Art. He also received a Fulbright scholarship to the Academy of Fine art in Bologna, Italy (Milton Glaser).

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

His ideology is that artists should be able to adapt to any task that was issued to them. When he founded PushPin Studios with Seymour Chwast, he wanted to change the art direction of graphic design. The work that he did with this studio went against the strict and rigid nature of the International Typographic Style and allowed him to use various influences from comics, Renaissance artwork and much more to include in his works. By changing the perspectives of graphic designers, this allowed them to begin to think of new forms of design and how to incorporate them into their works (Meggs).

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

His works like the *I Love New York* and the Bob Dylan poster made him famous. He is also well known for Pushpin Studios, a famous design studio in New York that created new design effects that challenged the International Typographic Style. He still produces art to this day and has designed for many clients. He also has exhibitions worldwide in many countries (Meggs).

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

He has founded several design agencies like Pushpin studios, New York magazine, WBMG, and lastly Milton Glaser Inc. Pushpin studios is the most famous of them all, with its bold and fresh new ideas that it brought to graphic design. This studio is known for its fun, colorful illustrations and exaggerated forms as seen in publications like the *PushPin Graphic* covers (In Brief: Milton Glaser.).

YOUR NAME: Kailey McQuay

GIVE YOUR EDUCATED OPINION OF THIS DESIGNER AND HIS/HER WORK. ALSO EXPLAIN WHAT INFLUENCE, IF ANY, THIS WORK HAS HAD ON YOUR OWN. A LACK OF INFLUENCE MUST BE EXPLAINED.

Milton Glaser is an icon whose work has inspired many, including myself. His usage of white space and how the typography is structured makes his publications have an interesting visual effect as it goes about the ideals of Modernism during his time at PushPin Studios. I was also surprised to see how well rounded Milton Glaser is in the art community. He has experience in designing publications like magazines and posters to large scale murals. His style of art inspires me to want to try new ideas and mediums. As graphic designers, its can get a boring designing the same magazine or ad layout every day. I feel like exploring new mediums and challenging one self to improve their graphic design with a new medium is a great way to improve one's skills.

Looking at some of his magazines, ad layouts and prints, I noticed that a lot of his design work follows a very interesting approach to both the layout and the imagery that was used. The letters and imagery show the early signs of Postmodernism. Simple yet bright colors are used to draw the viewer's attention to either the artwork or the typography. His work in PushPin shows how he wanted to go against the International Typographic Style. At the time, Modernism and Helvetica was overwhelmingly popular in the graphic design field. The over-saturation caused PushPin studios to rebel and gave art a new direction. Graphic design was also fragmented into two parts: image making and layout or design. Glaser and PushPin Studios wanted to unite these two elements. By uniting these two parts, Glaser was able to convey the individual vision of the creator in graphic design. To achieve these unique effects, Glaser chose from comics, Renaissance paintings to databases of design (Meggs). I thought this was very interesting in how bold Glaser was in changing the world of graphic design. The impact from this revolution of art is still felt today in graphic design.

I also liked the colors that Milton uses in his works. His understanding of color theory is impressive as he picks simple colors that have a message behind them. Going back to Color Fuses, the warm colors that contrast with the blue works in capturing a viewer's attention while also crating an aesthetic look to the whole piece. I struggle with color theory and choosing an effective color palette. It's always difficult to know which colors work best with each other and which ones will complement the piece the best. I definitely will be observing more of Milton's work in how he chooses color to represent his pieces of design.

I was very surprised to learn that he had received the National Medal of Arts which was presented by President Barack Obama. His experiences as a graphic designer and as an artist is inspiring. Even more so since he has won such a nationally recognized medal for all his hard work as a designer. This is motivation for any designer in my opinion. This shows that a designer can achieve any goal as long as they are willing to work for it.

BIBLIOGRAPHY

In Brief: Milton Glaser. New York, NY: Milton Glaser, Inc.

Meggs, Phillip B. and Alston W. Purvis. Meggs' History of Graphic Design, 5th Edition. Hoboken, NJ: John Wiley & Sons, 2012.

Milton Glaser. famousgraphicdesigners.com