



STEFAN SAGMEISTER

DESIGNER'S FULL NAME: Stefan Sagmeister

DESIGNER'S PSEUDONYM/NICKNAME: None

GENDER: Male

YEAR BORN: 1962

COUNTRY IN WHICH DESIGNER BORN: Austria

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.

He did package designs for clients as diverse as the Rolling Stones, HBO, and Time Warner. He also is the author of two design books called "Made You Look" and "Things I Have Learned in my Life So Far."

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.

He is also well known for Bridges to Babylon, an album cover he did for the Rolling Stones.

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

His fame for this is only within design circles specifically postmodernists, and people that listen to the Rolling Stones music.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

This work is an example of one of the many package designs he did for musicians.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

Sagmeister is most noted for being a postmodernist, and designing graphics and packaging for the Rolling Stones, David Byrne, Lou Reed, Aerosmith, and many other clients.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

Yes, one big controversial thing he did was carve his own name into his skin and permanently scar himself for an advertisement. Another controversy he was a part of was after he performed a crude joke about animal oral sex at the web conference Webstock in New Zealand in 2017. He embarrassed a sign language interpreter and upset a lot of the audience. Sagmeister later apologized through the Sagmeister and Walsh twitter account.

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

Knife, bandages, photography, computer, paint, ink, paper, and a lot of other materials.

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

Sagmeister received his first diploma in graphic design from the University of Applied Arts in Vienna. While he was on a scholarship, he got his master's degree from Pratt Institute in New York City.

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

He promotes the idea of happiness in his work. Happiness is very important to him. In 2016, he made a film called "The Happy Film." and he also had an exhibition called The Happy Show, which was all about statistics of what makes people happy.

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

He is viewed as iconic in the history of graphic design because he was a big postmodernist.

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

He was on the path to becoming an engineer before realizing he wanted to be a designer. He's been awarded a Grammy three times, and the National Design Award once.

YOUR NAME: Lexie Lane

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.

My educated opinion of Stefan Sagmeister is that he is an awesome designer and has earned every single award he has gotten over the years. His works like Ecstasy, Bridges to Babylon, Technodon, and The Happy Show are some of my favorites. He is the co-founder of the famous design firm, Sagmeister and Walsh, which he established in partnership with Jessica Walsh. His designs redefined the status of graphic designers. His designs are very intriguing and provocative, some of them are even a little disturbing. I think that is why I enjoy his work so much because he's not afraid to push boundaries in his art. I think it's amazing that he had a passion for designing, and started his career at the age of 15 at "Alphorn", an Austrian youth magazine. Sagmeister had a strange sense of humor and never took issues of appropriateness into consideration. Sagmeister collaborates with a lot of musicians, but only musicians he prefers.

He also teaches in the graduate department of the School of Visual Arts in New York City. His motto is "Having guts always works out for me." Another quote of his that applies to me is "Worrying solves nothing." This quote is from his book "Things I Have Learned in My Life So Far." I have also learned from him that he stays happy with his career by taking breaks in his career to find himself. He takes a year-long break about every seven years, where he doesn't take any work from clients. His one work that bothers me though is his 1999 AIGA poster, where he took a knife and carved words into his skin, and permanently scarred himself

al for a poster. Sagmeister spent many years designing for the the music industry. I admire him because he decided to dedicate 25% of his work to the art world, another 25% to the scientific community, 25% to social causes, and the remaining has stayed dedicated to the music industry.

Sagmeister is a postmodernist and that means that his work is excessive, chaotic, random, and complex. A pro of postmodernism is that it was sign that design was breaking from its beginnings, and it is much more expressive. A con of postmodernism is that it creates a lot of noise. I like postmodernism because it questions everything you thought art was. Many people embraced the term postmodernism to express a climate of cultural change.

His work inspires me to become a better graphic designer. I like The Happy Show and how it is interactive with people, it is almost like you are walking into Sagmeister's mind as he battles with his own happiness. He does not influence my work yet, but I hope that I can take what I have learned about his work and him and apply it to my own stuff one day. I had not heard of him before this project, but I love his ideas. So hopefully I can think of him and pull inspiration from him when I'm doing work in the future.

BIBLIOGRAPHY

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

"On Being a Designer - an Interview with Stefan Sagmeister." STURM Und DRANG GmbH. Accessed April 04, 2018. <https://sturmunddrang.de/en/magazine/stefansagmeister/>.

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