



## PETER SAVILLE

**Designer's full name:** Peter Saville

**Designer's pseudonym/nickname:** None

**Gender:** Male

**Year Born:** 1955

**Country Born:** Manchester, England

**Year Died:** Still alive in 2020

**Country Died:** Still alive in 2020

**Religion | Political Alignment:** Information unavailable

---

**How did any of the above affect either his/her life experience or work because it/they provided a challenge at the time?**

While Saville was growing up in Northern England, art and design were limited. This is what pointed him to record sleeve design.

**Did this designer do notable work in fields other than what would TODAY be considered graphic design?**

Saville explored other fields including music, fashion, photography, and art projects. He worked alongside Japanese fashion designer, Yohji Yamamoto, for a brief period creating advertising campaigns and catalogs.

### **For what is this designer most noted in relation to design? EXPLAIN.**

Saville describes himself as an artist that is not good at anything particular. He is good at finding potential and making unique connections to create his art. Saville is most famous for his work that has a modern, timeless style. He sees the world differently, isn't scared to say no to clients, and create something brand new.

### **Is there anything controversial about this designer? Explain.**

Saville has a strong opinion about his designs and how they should look. If a client questions his ideas and makes him compromise, Saville drops the client. He is known to have tense relationships with clients. Saville charges small fees for his designs, but sometimes his production ideas cost more than what they sell.

### **Explain this designer's education/training, including academic, apprenticeships, and /or mentorships.**

Saville studied graphic design at the Polytechnic in Manchester, England.

### **Did this designer promote a specific ideology in his/her work? Explain.**

Saville thinks about design differently than everyone else and creates what he wants to. His idea of art is not something that looks good. The idea that contemporary art has to look good is what limits artists today because they fear their work will not fit in.

### **Why is this designer viewed as iconic in the history of graphic design?**

Saville is said to be one of the artists that led the world into the 21st-century design as we know it today. He wasn't afraid to take chances and change the whole perspective of design. This all started with his cleverly unique sleeve designs for musical records.

### **Is there any other important information to know about this designer?**

On some occasions, his cover designs were sent straight to the printer without being seen by the band. This was because he always turned in things too late. Bands like New Order didn't get to see the cover until it was already in stores.

---

**Student:** Kayli Lumpkins

**State and explain the one most important effect that your assigned artist and the quality/importance of his/her work had on the history of graphic design.**

Peter Saville is a well-known graphic designer that breaks normal tradition and is not afraid to step outside of a comfort zone. He isn't afraid to take chances and change the whole perspective of design. Since the late 1970s, Saville has been creating lucrative track records with clients and commissions. He is most famous for his work that has a modern, timeless style. He sees the world differently and isn't scared to say no to clients.

Due to the limited availability of art in Northern England, Saville first won the world over with his famous record sleeve designs. He produced his first album in 1979. Tony Wilson and Saville met when Saville agreed to create a poster for their revolutionary movement night called "The Factory." Then they started Factory Records. Pop culture, bands, and records were prevalent at the time Saville was a teenager. Saville's cover designs created the same emotion that people would get while listening to music. A famous album cover he created for Joy Division was *Unknown Pleasures* in 1979. It is known as a strong composition that can easily relate to the music. His designs speak to people just as much as the music does. Saville is most known for record sleeves that are still famous today.

One of Saville's most famous qualities is that he views the client's work differently. Creating commissioned work is about what the client wants in a regular situation. Saville had a postmodern state of mind and created designs that were about himself. Saville quotes "I did work which I never had to answer to anyone about." His designs were mostly visual representations of his own life. He would pick and choose his commissions. Saville was not interested in designing advertisements for a product he didn't support. This was an interesting opinion for a commercial designer. Saville believes that there should be more to design than trying to increase consumption.

Saville has a unique relationship with the clients themselves – one that most designers could not get away with. Saville has a strong opinion about his designs and how they should look. If a client questions his ideas and makes him compromise, Saville drops the client. Saville charges small fees for his designs, but sometimes his production ideas cost more than what they sell. He is particular in how he wants his designs to be presented. He is strict with his designs and isn't scared to drop clients or tell them no. Saville also turns things too late to be reviewed by the client. Bands like New Order didn't get to see the cover until it was already in stores. As Saville explained in an interview talking about a design from 1983, "New Order didn't approve it; they rarely saw it. More often than not they would go directly from me. "Blue Monday," for example, went directly from me to the printer." Despite his history with clients, he is still a successful designer with well-known works that people recognize to this day.

While studying Saville, it is hard to overlook his earliest designs. His unique perspective of design helped lead the world into the 21st century. Saville lived and continues to live a unique life that inspires others to be confident and step outside of what is considered normal.

## **Bibliography**

Carson, Paula. "Peter Saville: "when Routine Bites Hard"." *Graphis*, Jul, 2004, 28-45, <https://ezproxy.library.astate.edu/login?qurl=https%3A%2F%2Fwww.proquest.com%2Fdocview%2F216806491%3Faccountid%3D8363>.

Farrelly, Liz. "PETER SAVILLE: BE CAREFUL WHAT YOU WISH FOR." *Blueprint* no. 331 (Nov, 2013): 196-197, 201-206, 208-210. <https://ezproxy.library.astate.edu/login?qurl=https%3A%2F%2Fwww.proquest.com%2Fdocview>

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

"Peter Saville." Design Museum. <https://designmuseum.org/designers/peter-saville>.

Thea Sharrock, Luca Guadagnino, Chiwetel Ejiofor, Robert Harris, Russell Crowe, Andrew Garfield, et al. "Peter Saville," April 29, 2019. <https://the-talks.com/interview/peter-saville/>.