

MILTON GLASER

"THERE ARE THREE RESPONSES TO A PIECE OF DESIGN—YES, NO, AND WOW! WOW IS THE ONE TO AIM FOR."

EXHIBITS

A one-man show at the Museum of Modern Art, New York (1975)

The Centre Georges Pompidou, Paris (1977)

The Lincoln Center Gallery, New York (1981)

Houghton Gallery, The Cooper Union, New York (1984)

EARLY LIFE

Milton Glaser was born on June 29, 1929, in the South Bronx of New York City. His parents were Hungarian Immigrants and the world at the time of his upbringing was between World War I and II. He lived in a liberal neighborhood which sparked his strong dislike for capitalism. Glaser's motivation to go into graphic design was built upon his desire to bring community together in a positive way. As for Glaser's education, he went to the High School of Music and Art, and then later went to the Cooper Union School of Art where he graduated in 1951 with a degree in graphic design. He received a Fulbright Scholarship to study in Bologna, Italy at the Academy of Fine Art where he studied with the painter, Giorgio Morandi. Glaser has always had the desire to do good for society and create community, he was able to do this with his revolutionary hand in graphic design.

CAREER

Milton Glaser is internationally known for his posters and prints from which he created a successful career. In 1954 Glaser along with multiple associates created Push Pin Studios which was responsible for revolutionizing graphic design. He later went on to found the renowned New York Magazine in 1968 with Clay Felker and was the president and design director until 1977. In 1968 with Walter Bernard, Glaser formed WBMG which is a design firm known for its design aid in well-known newspapers and magazines such as The Los Angeles Times and Time

magazine. Lastly, in 1974 Glaser established Milton Glaser Inc. where he produced a plethora of designs for things like logos, posters, shopping malls, publishing, theater, and architectural projects for places like the world trade center. On November 11, 2001, Glaser gave a talk in London about the 10 things he has learned, and his first point can allude to his successful career in design which is: You can only work for people you like. Meaning that it is important to have some affection and common ground with the client and that is how he produced more meaningful and significant work. Milton was well-known within the business community as a trusted and innovative design consultant.

DESIGN STYLE

Milton Glaser is well known for his postmodernism and psychedelic designs. He is inspired by daily life, history, and the continuity of things which presents itself through his juxtaposition of color and his collage style of layering different objects to create abstract expressionism. His influences were Picasso and Morandi, Glaser wanted a happy medium between Picasso who wanted everything life had to offer while Morandi wanted nothing which can translate into his work by showing how simple, yet powerful Milton Glaser's designs are.

