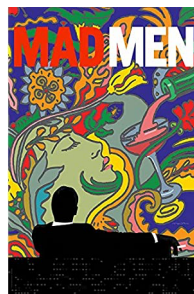Andres Nunez

Artist Report

COMD 1112-HD05

Prof. Bauer

<div align="center">Milton Glaser</div>

In New York, one of the most noticeable logos that you may recognize

is the I Love New York logo. This logo was created by Milton Glaser who

was born in the Bronx. Glaser has several other recognizable works such as,

the New York Magazine logo, Brooklyn Brewery logo, and Mad Men AMC

cover. He designed the interior of buildings and outside of buildings.

Milton Glaser design process was unique because you wouldn't just look at a wall and try

to make a painting fit in there. He would see what else is surrounding the wall and if there are

any shadows, cracks, or any other disadvantages that he can work to his favor. Glaser grew up in

the Bronx with parents that didn't work in an art field. He started taking art classes at a young

age but later attended High School of Music and Art. Glaser would then graduate from Cooper

Union in 1951 and later go to Italy for a year to study printmaking. When he came back from

Italy, Glaser and three other people founded Pushpin Studio. A few years later they released the

Push Pin Monthly Graphic.

One of Glaser's works was designing his logo. He looked at his name and realized that it was symmetrical in that both his first and last name are six letters each. So, he made a red rectangle and four rows of three letters and that was his logo. He was a big fan of making his work seem like it just happened because he wanted people looking at his work to think what the purpose behind everything was.

Glaser worked with schools to add a new flair to them such as, Stony Brook, Laguardia, and SVA. Glaser worked with Stony Brook to create a new logo and to also create a set of paintings for one of their lobbies. Glaser created the Stony Brook logo by using the three letter O's in the name. His idea was to show rays and stars shooting through. His process for creating the mural in the room was something that most artist wouldn't think of. He noticed that the lights on top created an arch on the wall, so he decided to work with it. He stated that most artist wouldn't think about the light and only notice it until after they hung up or painted their work. Glaser made some bicycle murals and used the arch created by the lights to surround the wheels of the bicycles.

Glaser was selected to create a new logo for High School of Music and Art and

Preforming Arts. Glaser saw that part of the name also included Fiorello H. LaGuardia and wanted the school to start using the last name, LaGuardia, as part of the school name. Now the name is LaGuardia High School. Glaser created their logo based on what the school has to offer which is music and art. The lines on the logo are those of music lines that you would see on music sheets. La are the first letters of the name LaGuardia and it is also a music note which means it's a logo that you can sing.

Milton Glaser has won several award in his time. Those awards include the Philadelphia Museum medal, the Art Directors Club Gold medal, the Society of Illustrators Gold medal, The St. Gaudens Medal, and the American Institute of Graphic Art medalist award. Glaser studied at Cooper Union, which he later graduated from. He got a Fulbright scholarship and with that he was able to travel and study in Bologna, Italy.

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