

Graphic Designer:
Massimo **Vignelli**

Background

*Massimo Vignelli was born in Milan, Italy in January 1931.

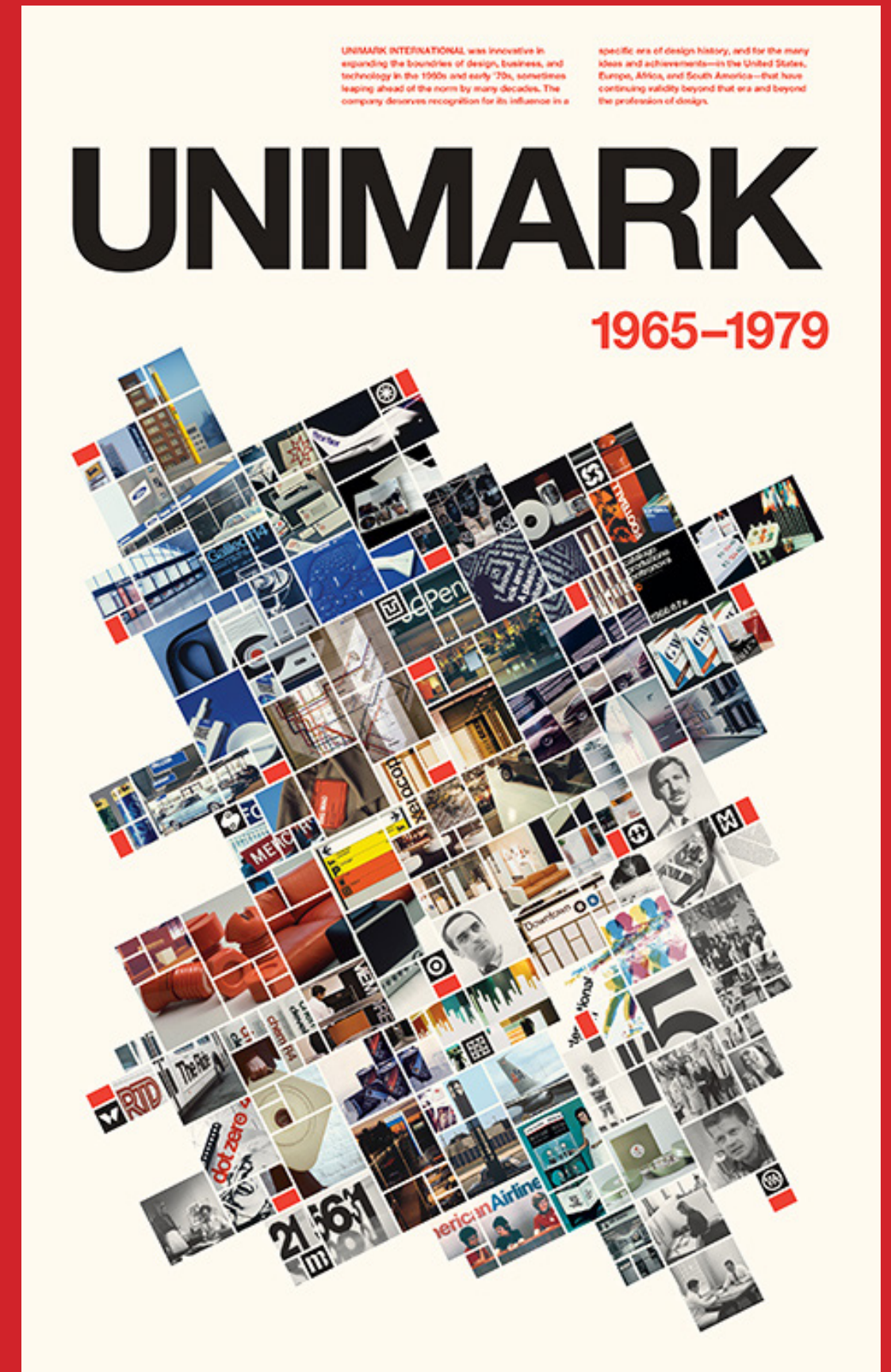
*Massimo started out his career working as a designer in Venini Glass in Venice and married Elena Valle in 1957, who from then on became known as Lella Vignelli.

*Massimo taught at the Illinois Institute of Technology and worked as a designer at the Container Corporation of America.



UNIMARK

In 1966, Massimo and Lella came to New York where Massimo would later become one of the founding members of Unimark international Corporation. The Company became one of the biggest design firms in the world with a long list of clients including American Airlines, Ford motor company and J.C. Penney.



Vignelli Associates

Massimo later went on to start his own company name Vignelli Associates alongside his wife. The firm became very successful, working with high profile clients such as IBM, Knoll, Bloomingdales, and American Airlines.



design:
Vignelli

Examples

Logo Designs



1967



1966



1972

Furniture **Designs**



1989



1964



1983

Poster Designs

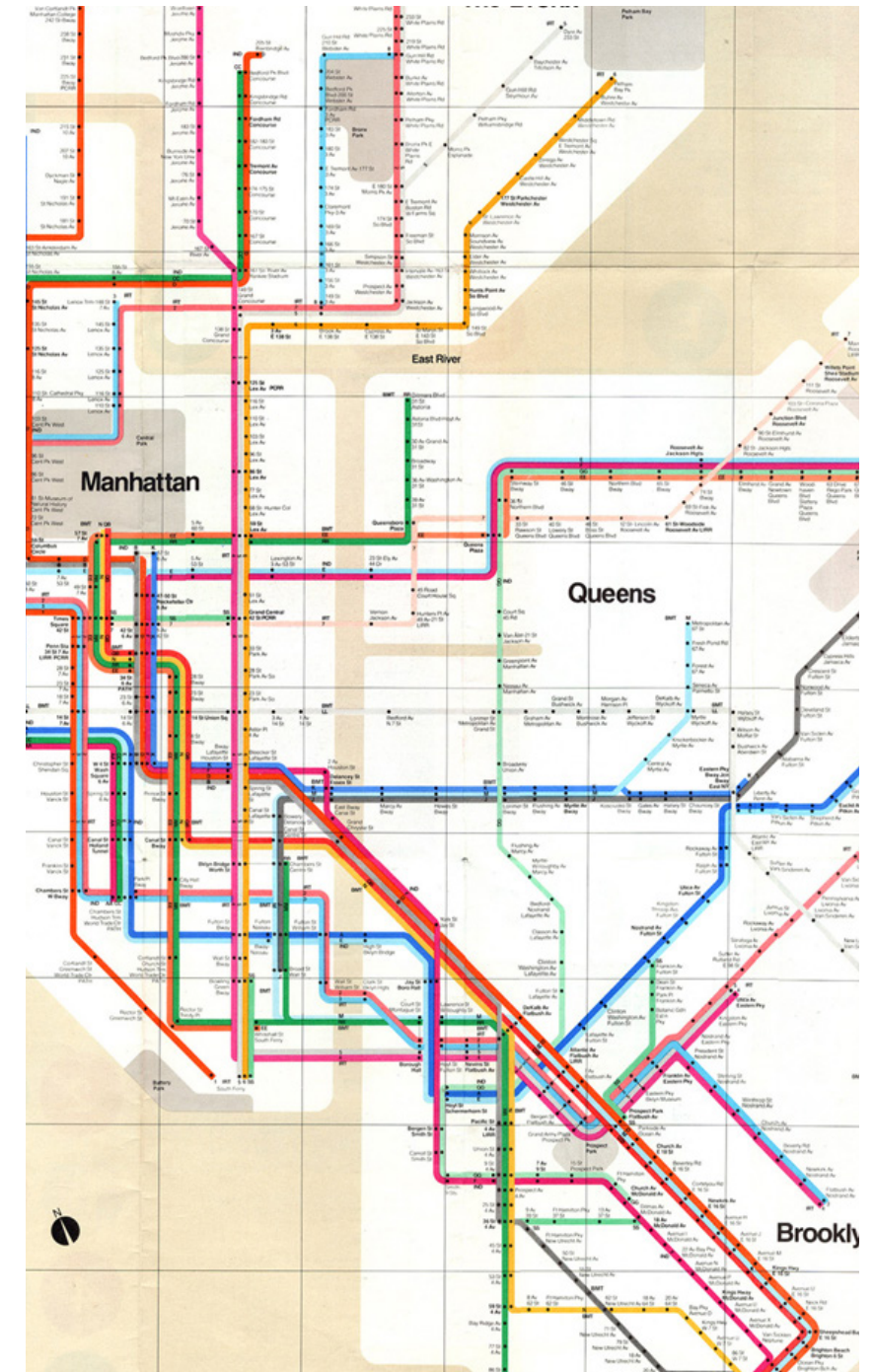


1988



1970

Transportation Designs

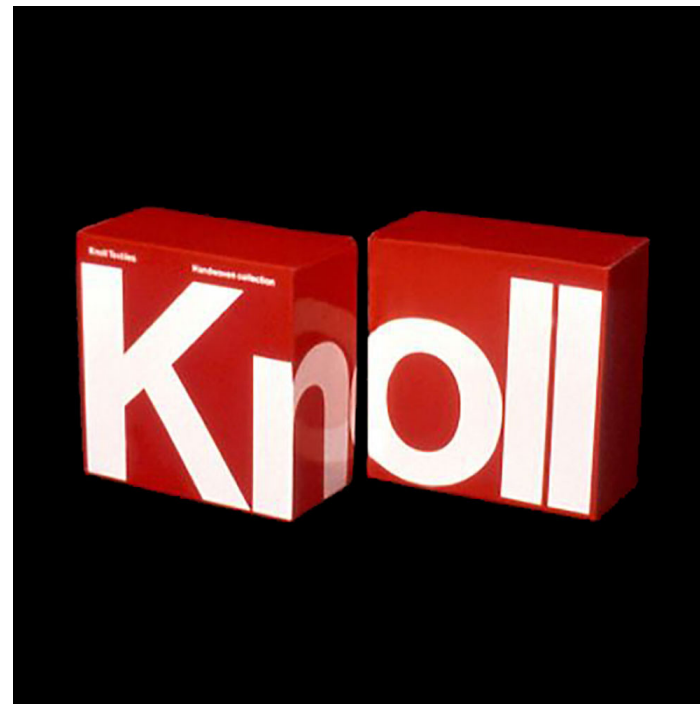


1972

Packaging Designs



1970



1970



1964

Other Famous Designs



1998



1973

Typefaces

Our Bodoni

Meet the cast:

ABCD
EFGHIJK
LMNOP
QRSTU
VWXYZ

Now see the movie:

Helvetica

A documentary film by Gary Hustwit

A Swiss Date
production
in association
with Vice
Media
A documentary film
by Gary Hustwit
Featuring:
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Mark Sirota
Matthew Carter
David Carson
Wim Crouwel
Eugene Yankin
Tobias Frere-Jones
Chris Hooley
Jostein Hoelzer
Albert Heinen
Lars Miller
Nami
Miguel Palma
Michael C. Place
Pa. Pollock
Stefan Sagmeister
Ludwig Scharoun
Paula Scher
Harriet Schulz
Erik Spiekermann
Steven Scalet
Headline: Vincent
Herman-Zijff
Produced and
Directed by
Gary Hustwit
Editor:
Shelby Siegel
Executive Producer:
Hustwit & Co.
Director of
Photography:
Lauri Gottschalk
Additional
Photography:
Curt Green
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Sean Wolf
Additional Editing:
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Shen Lu-Yin
Sound Mixer:
Andy Kite
Motion Graphics:
Trotter & Co.
Poster by:
Conceptual Limit
Sound:
The Album Leaf
Bartek
Caribou
Chicago Underground
Quire
E To The Power
Four Tite
Kaleidoscope
Mikoto Hallelujah
Sam Doolan
Associate
Producers:
Andrew Drenth
John Golden
Stacy Hustwit
Michelle Hustwit
James Todd
Arissa Wilson
Chris Lawson Wilson
Sam Doolan
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1989

Impact

-
- * His work shows an appreciation for the functionality and elegance of simple, rational shapes
 - * He designed graphic systems that had, and still have today, a tangible utility for millions of people everyday
 - * Contributed to the design profession by keeping alive and also promoting the evolution of the fundamental principles that were developed by the Modern Movement during the early 20th century.
 - * Was an example of efficiency in communicating with customers and understanding their needs.

Quotes

“The life of a designer is a life of fight: fight against the ugliness.”

“You can say, “I love you,” in Helvetica. And you can say it with Helvetica Extra Light if you want to be really fancy. Or you can say it with the Extra Bold if it’s really intensive and passionate, you know, and it might work.”

“If you can design one thing, you can design everything.”

Team Name: The Insomniacs

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