

MILTON GLASER





Milton Glaser (1929–2020) was a giant figure in the history of graphic design. Born in the Bronx to immigrants from Hungary, Glaser graduated in 1951 from The Cooper Union for the Advancement of Science and Art. (9/12)

Glaser also studied in Bologna, Italy, with the painter Giorgio Morandi. This New York kid mixed together commercial art and fine art to create a potent new language. He co-founded *Push Pin Studios* in 1954 with friends from Cooper Union. Based in New York City, Push Pin became an international force in the 1960s and 70s, with a legacy that continues to inspire designers and illustrators today.

(9/18)



1. Jerry Smokler
2. Vincent Ceci
3. Edward Sorel
4. Cosmos Sarchiapone
5. Time Lewis
6. Milton Glaser
7. George Leavitt
8. Sam Antupit
9. Norman Green
10. Jerry Joyner



11. Paul Davis
12. Jason McWhorter
13. Herb Levitt
14. James McMullan
15. Reynold Ruffins
16. Barry Zaid
17. Loring Eutemey
18. Isadore Seltzer
19. Seymour Chwast
20. John Alcorn

Push Pin Studios press photo, featuring current and former members, circa 1970.



I Love NY logo 1977 by Milton Glaser.

Glaser is best known among designers for his illustrated posters and album covers. “I Love NY” (1977), a campaign promoting tourism in New York State during a dire period of economic crisis, became a global meme subject to endless variation and an indelible symbol of New York City.
(10/13)

Glaser was also a formidable art director and publication designer. In 1968, he started New York Magazine with editor Clay Felker and designer Walter Bernard. In the beginning, they ran the magazine out of the top floor of Glaser’s townhouse on East 32nd Street. New York’s juicy, jazzy typography and ambitious editorial concepts launched a new era in publication design.
(12/16)

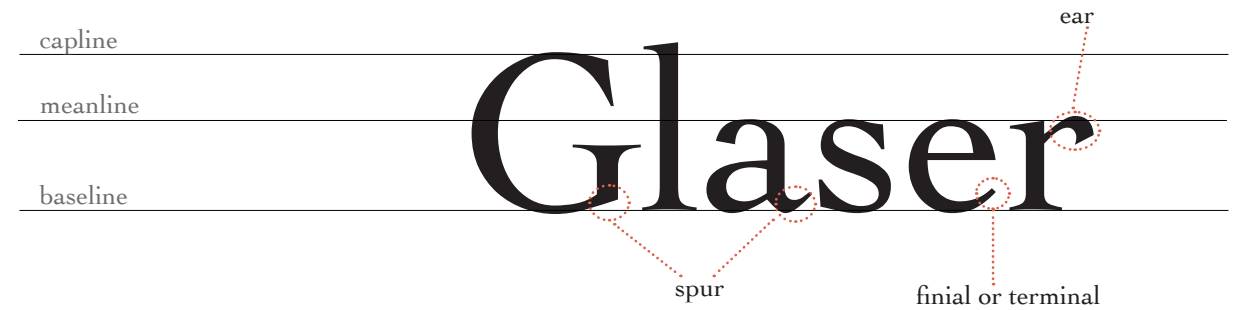
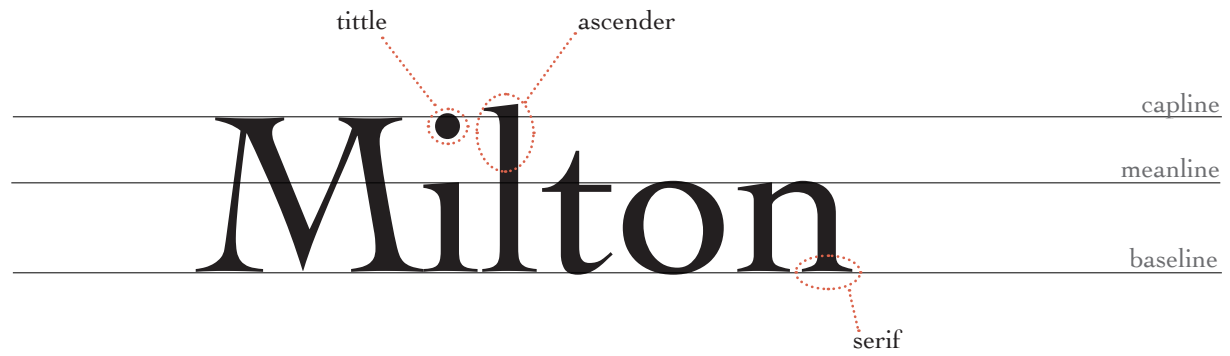
Milton Glaser is represented in the permanent collections of the Museum of Modern Art, New York; The Israel Museum, Jerusalem; The Chase Manhattan Bank, New York; the National Archive, Smithsonian Institute, Washington, D.C.; and the Cooper Hewitt National Design Museum, New York.
(14/19)

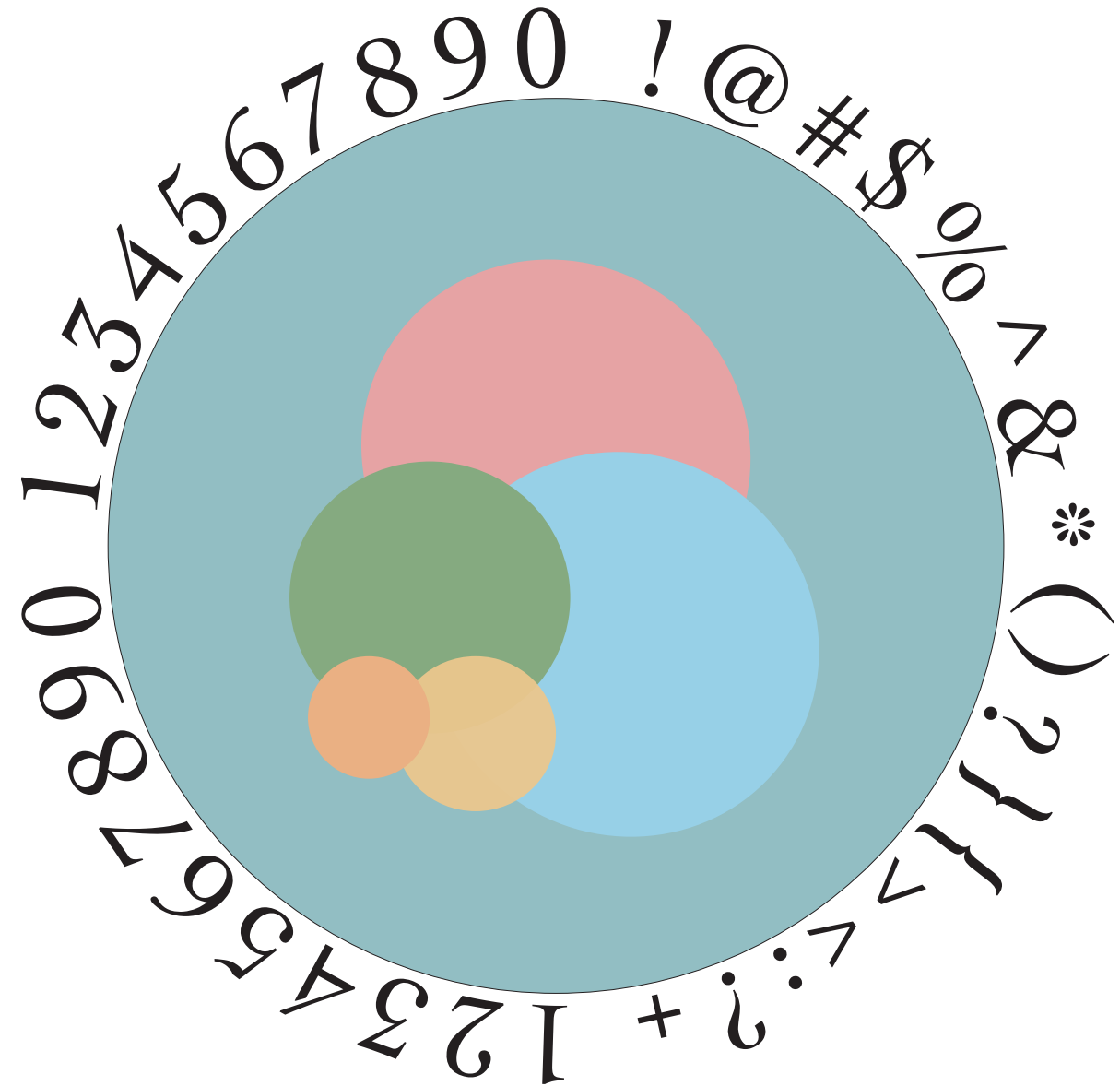
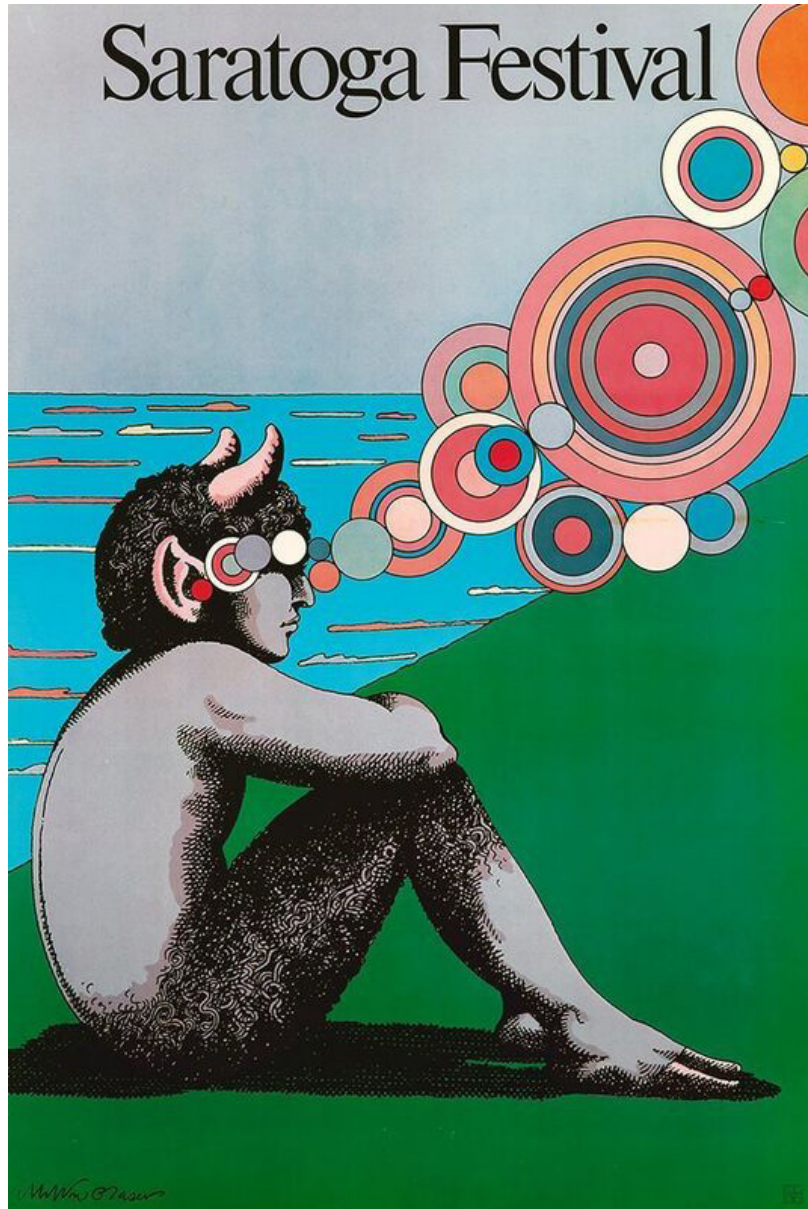
“YOU MUST
embrace
FAILURE”

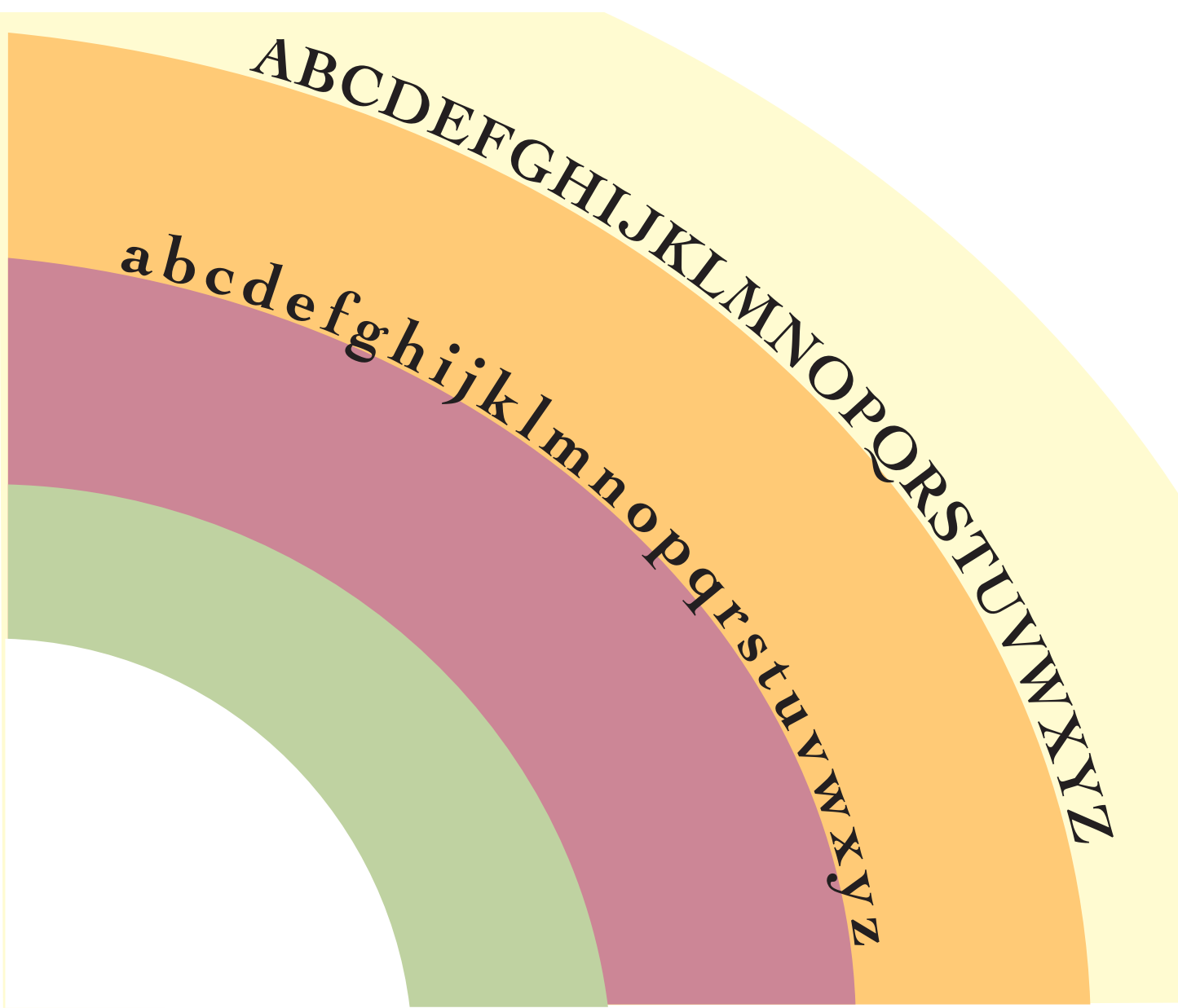
– Milton Glaser



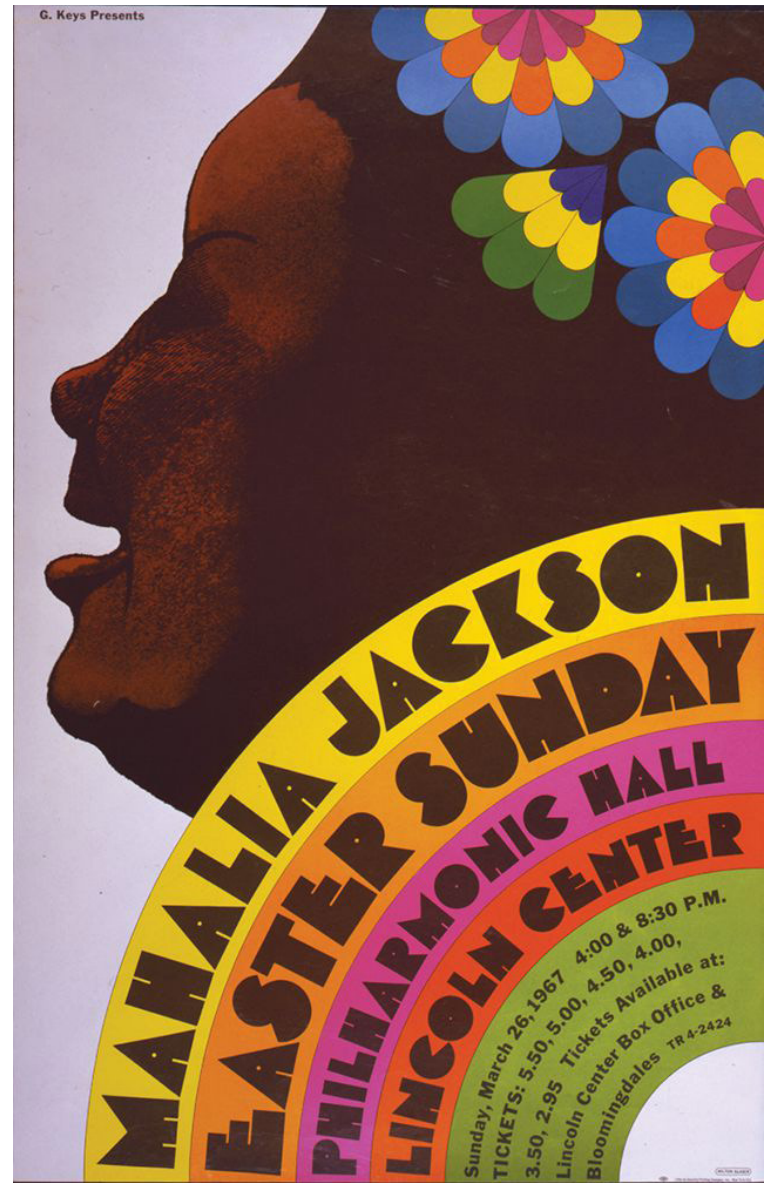
Milton Glaser's 1968 lithographic poster of Aretha Franklin



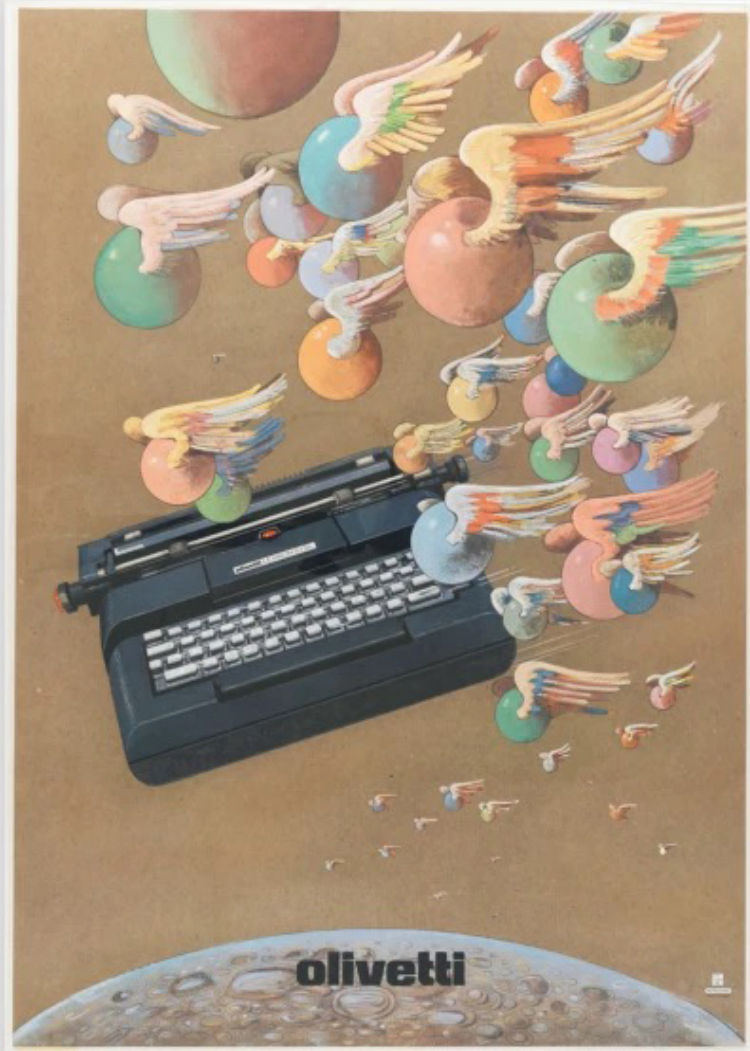




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Mahalia Jackson Poster by Milton Glaser, 1967



Olivetti poster ca. 1976 by Milton Glaser.

“We’re always
LOOKING,
but we never really see.”

– Milton Glaser

