

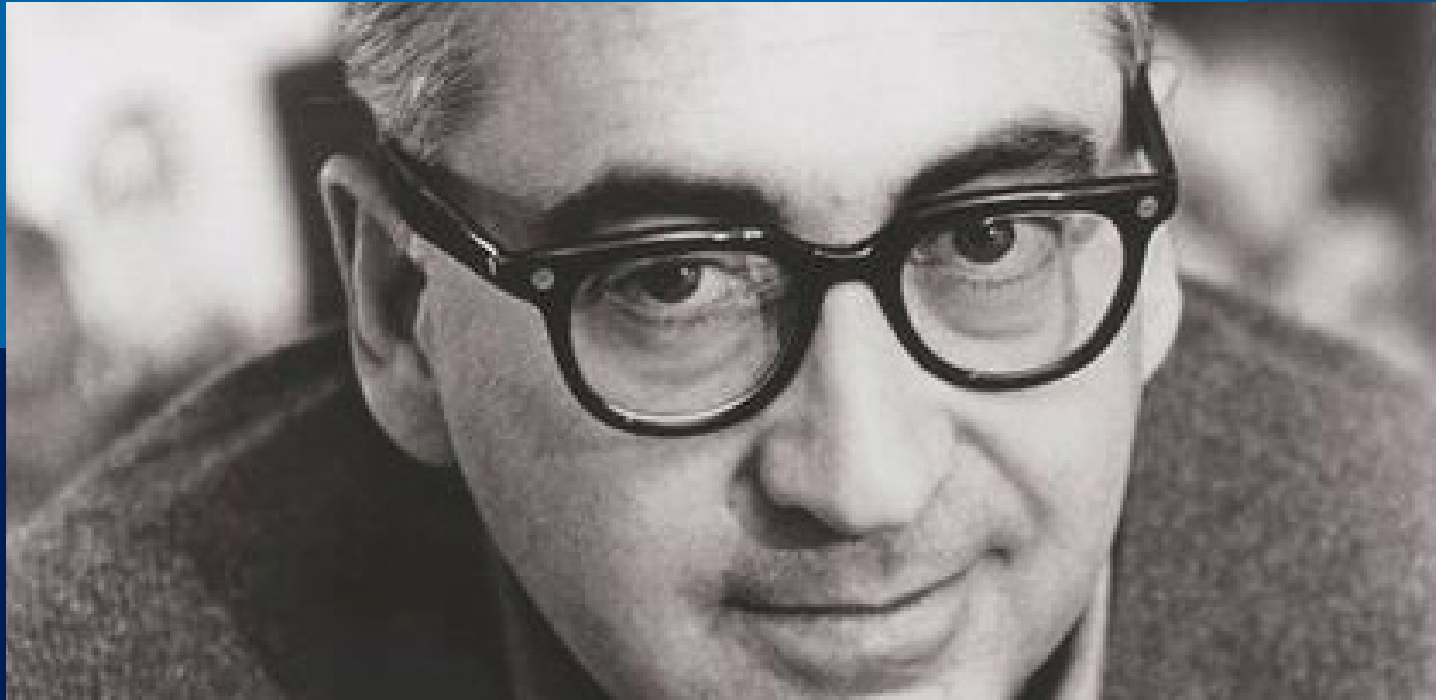
Saul Bass

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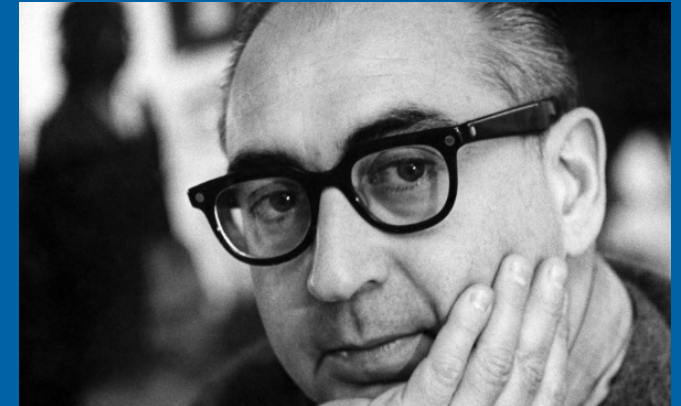
Saul

Bass



Graphic Designer

May 8, 1920 – April 25, 1996



Saul Bass was an American graphic designer and Oscar-winning filmmaker, best known for his design of motion-picture title sequences, film posters, and corporate logos. He was a pioneer of the modern title sequence designing. He enjoyed four decades of successful career in his lifetime, winning Academy Award for his exquisite graphic designing. His iconic title sequences appeared in the popular films, such as, *The Man with the Golden Arm*, *Psycho* and *North by Northwest*. (14/16)

Bass also created iconic logos for the American Bell Telephone Company, AT&T, Continental Airlines, Girl Scouts of America, and Quaker Oats, among others. In addition to his design work, Bass directed the sci-fi thriller feature film *Phase IV* (1974) and wrote, produced, and directed several short films. (14/16)

His *Why Man Creates* (1968) won the Academy Award for best short-subject documentary. (14/16)



The Solar Film, 1981



Why Man Creates, 1968

Two limited edition posters that Saul Bass had privately printed for two of his short films. *Why Man Creates* won the Academy Award for Best Documentary, Short Subject. It is viewed as a testament to his personal creative techniques. *The Solar Film* was nominated for an Oscar for Best Short Film in 1981.

(14/19)AW

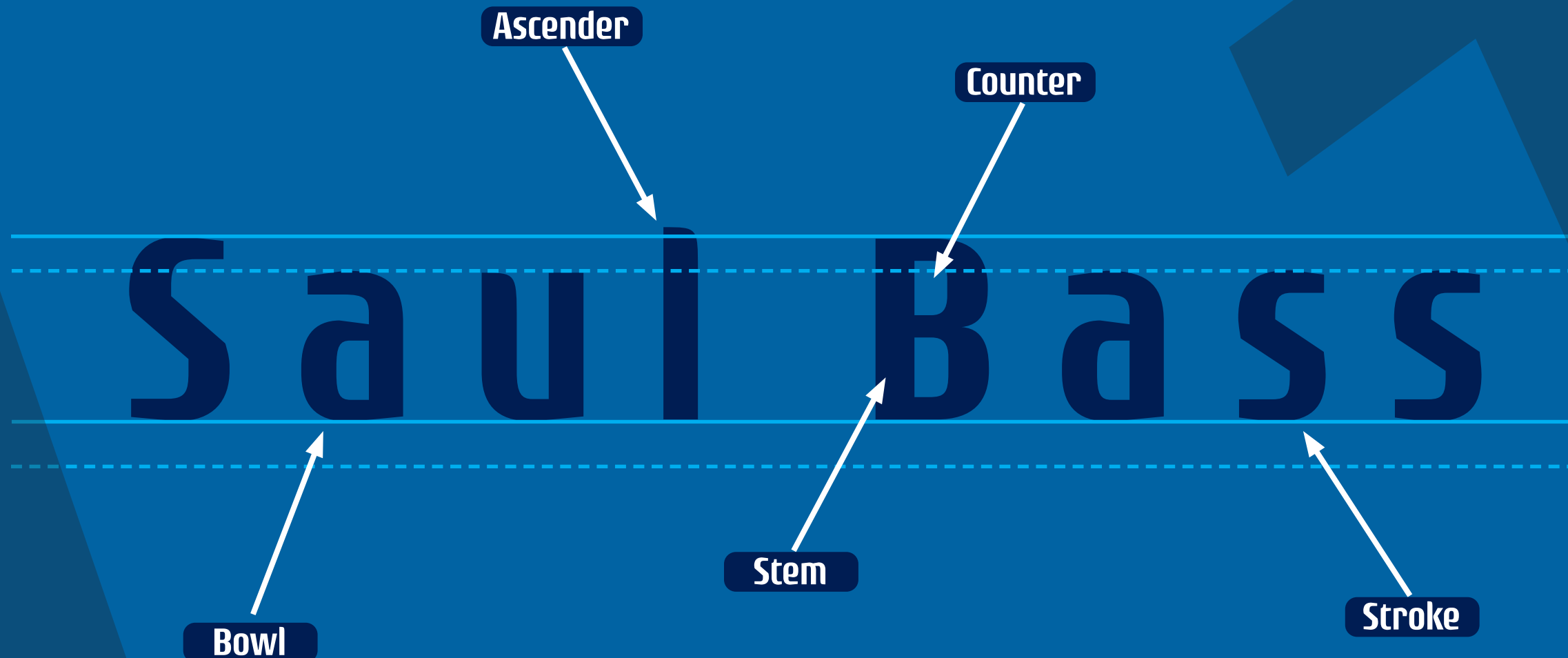
Saul Bass created an arresting image of a distorted, disjointed arm. The semi-abstract form helped distance the image from the harsh realities of shooting up, although they are implicit in the (dis)figuration.

As well as being disconnected from a body, the black arm has the appearance of being petrified and transformed into something else, just as the Sinatra character in the film is transformed by his addiction.

(14/19)



The Man with the Golden Arm, 1955





**"Design is thinking
made avisual"**

– Saul Bass

Made in 1969, this is how Saul Bass pitched AT&T on a new visual identity. He won, and the logo remained in place until 1983, when Bass designed a follow-up logo that became affectionately known as the Death Star. (12/14)

**"I want to make
beautiful things, even if
nobody cares."**

- Saul Bass

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Anatomy of a Murder, 1959

In the 1959 movie Anatomy of a Murder, Saul Bass literalised the film title by presenting each member of the crew next to disassembled body parts. He first starts by showing the entire body presenting the director Otto Preminger. Then each piece of the body is disassembled and presented like it is part of a puzzle. (12/14)

The contributions of American designer *Saul Bass* (1920-1996) initiated a revolution in the film advertising industry. Where motion picture advertising was once an unrefined and artless trade, Bass endowed the craft with the sophistication of a bonafide art form. (9/18)

He extracted simple and unassuming moments in time, raising each to the level of great art. With his great knack for exposing a magic meld between image, typography, and motion, he held seasoned filmmakers in awe as repeatedly he captured the naked essence of a two-hour feature-length film and condensed the emotion of the drama into a brief title track of two minutes or less. (10/13)

In the world of Saul Bass, letters walked, and roses turned to raindrops; analogous correspondence between unrelated objects was a way of life. He was a master of presentation and communication. (12/16)

29th Bars