

Kevin Chen
Professor Thelma Bauer
COMD 1112

Milton Glaser

This research paper would be focusing on the American graphic designer Milton Glaser, who is known for his work such as the I Love New York logo, and some of the logos for DC Comics. Milton Glaser was born on June 26, 1929 in the Bronx, New York. He graduated from the High School of Music and Art, followed by the Cooper Union art school in New York, and the Academy of Fine Arts in Bologna, Italy via a Fulbright scholarship, which is one of several United States Cultural Exchange Programs with the goal to improve intercultural relations, cultural diplomacy, and intercultural competence between the American people of the United States and other countries through the exchange of persons, knowledge, and skills.

In 1952, Milton Glaser founded PushPin Studio, a design studio, alongside other American graphic designers. Then in 1968, Milton Glaser and American magazine editor, Clay Felker, founded New York Magazine, Milton Glaser was the president and design director until 1977. Then during 1983 he and a designer named Walton Bernard founded a New York-based publication firm called WBMG, they have designed over 50 magazines, newspapers and periodicals around the world. They were also involved with the complete redesigns of three major newspapers: The Washington Post in the U.S., La Vanguardia in Barcelona, and O Globo in Rio de Janeiro. The WBMG has also consulted on design projects for the Los Angeles Times, The Boston Globe, The Dallas Times Herald, The East Hampton Star, the New York Daily News and the National Post (Canada).

But beyond the collaborative works, Milton Glaser is most known for his solo projects with some of the most notable being the I Love New York logo, and the Brooklyn Brewery logo. The story behind the Brooklyn Brewery is an amusing one, as



the owner of the Brooklyn Brewery recalled that it wasn't an easy task to get in touch with Milton Glaser. He stated that before his attempt to reach out to Glaser, he contacted 50 different design firms, and when he finally decided contact Milton Glaser, he was shut down multiple time by the manager of the studio and had to pester her

for a week before her reluctant to allow him to talk to Milton Glaser about designing a logo for the Brooklyn Brewery.



For his other and perhaps most famous design, the I Love New York logo, was developed around the 1970s when the crime rate in New York was at an all-time high and the number of tourism being at an all-time low. In order to change this, the

government needed a tourist friendly campaign that can express the pride in New York. They had already created a slogan and a jingle that was used in T.V ads, but all that was left was the logo design to help express the “I Love New York” slogan. Milton Glaser presented the logo in a crumpled paper with doodles that he made a couple days ago in a cab ride, and on the back of the paper, is the logo in which we know today.



Resources

Milton Glaser Biography

<https://www.miltonglaser.com/milton/>

Milton Glaser Bio

https://en.wikipedia.org/wiki/Milton_Glaser

Milton Glaser design works

<https://www.miltonglaser.com/the-work/>

Brooklyn Brewery backstory

<https://brooklynbrewery.com/blog/milton-glaser/>

History of the I Love New York

<https://www.logoworks.com/a-brief-history-of-the-i-love-new-york-logo/>

Studio work history

<https://www.miltonglaser.com/case-studies/803/new-york-magazine/>

Milton Glaser typography

<https://archives.sva.edu/blog/post/a-brief-tour-of-milton-glasers-typography>

Milton Glaser typography

<https://f37foundry.com/font-library/f37-glaser-stencil/>