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### **Milton Glaser “I Love NY More Than Ever”**

Milton Glaser is a well known artist from New York City, his multiple works helped the image and economy of the city grow. His famous piece, “I Love NY” is one of the most well known logos in the city. What many people don’t know is the early process of how Glaser came up with his ideas. For the “I Love NY” poster, according to The Museum of the City of New York website, Glaser came up with the idea with just a piece of scrap paper and a crayon, all while being in a taxi cab. Pretty insane how one small creation became such a big well known masterpiece. Graphic design can change someone’s life, and that sure happened to Glaser. By creating wonderful posters for New York, he became an art director for the New York Magazine and he even got awarded the National Medal of Arts. In this particular piece however, Glaser extends his famous line and creates a symbolic message to the people of New York. The part “more than ever” was added on because with how big the September 11 terrorist attack was, families and small businesses started helping each other out, whether it was food or money, people came together. “Over the next couple days, I did—purely out of the way I was feeling—an 'I Love New York More Than Ever [poster], because that what was everyone wanted to say—everybody suddenly realized, like, with a sick parent who's dying, I didn't realize how much I loved them”, says Glaser in a SVA interview.

In terms of the design process and how Glaser came up with the idea of adding one more line to his famous piece, it’s easy to assume that the job he did wasn’t that big of a deal, but the meaning of it and the actual message behind it means so much more. Glaser believed in design being a form of bringing people together and creating better communication, and his piece definitely proved that point, with millions of people gathering each year to pay respects to those who lost their lives during the September

11 terrorist attacks, there's no doubt that design brings people together. His poster and his other series of New York posters are always present during these events, just to show that people love and respect his work. Because of this belief, Glaser is very similar to Bruno Munari. They're similar in the sense that they both see art as a way of life. Although they come from very different points of view, they still somewhat show a similarity. However, Munari knows everything about a designer and what steps are necessary when creating ideas. While Glaser is simply a designer who wants to create things for the people and make positive outcomes with his art pieces. Munari explains exactly what a designer should do when making new art pieces in "Design as Art" and oddly enough it's exactly what Glaser wanted to do with his pieces, "The designer is therefore the artist of today, not because he is a genius but because he works in such a way as to reestablish contact between art and the public, because he has the humility and ability to respond to whatever demand is made of him by the society in which he lives, because he knows his job".



Glaser is an artist that succeeded very well in the graphic design world, from creating the world's most known logo, to making people come together every single year and share his work with other people around the world. Who knows maybe Glaser and Munari could have been good friends if they were to meet but knowing how different the times were, Munari might've done something differently with the logo or even changed it completely. However, going back to the design, I feel that the addition that Glaser

did to the “I Love NY” poster is brilliant, he stayed with the same font characters and lined up the words for it to look like it belongs there. Speaking about design, the simplicity of it makes the poster look more serious. In a positive way though, it’s straight to the point and your eyes can read it easily without having to read it over and over again. All in all, Milton Glaser’s “I Love NY More Than Ever” brought so many people together and it reached the attention that Glaser wanted it to reach, the city of New York will always be remembered because of his designs.

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