Paula

Scher

A

"It took me a few seconds to draw it, but

it took me

Paula Scher Famous - Graphic Designer

34

**years
to learn how to draw it
in a few seconds."**

"Words have

Meaning

Type has

Spirit

The combination is

Spectacular"

Paula Scher
Bring in 'Da Noise Bring in
'Da Funk 1995

Paula Scher is one of the most influential graphic designers in the world. Described as the "master conjurer of the instantly familiar," Scher straddles the line between pop culture and fine art in her work. Iconic, smart, and accessible, her images have entered into the American vernacular. **9/18 pt.**

Scher has been a partner in the New York office of Pentagram since 1991. She began her career as an art director in the 1970s and early 80s, when here clectic approach to ty pography became high ly influential. **10/13 pt.**

Scher has developed identity and branding systems, promotional materials, enviromental graphics, packag ing and publication designs for a broad range of clients that includes, among oth ers, Bloomberg, Mic rosoft, Adobe, Bausch + Lomb, Coca-Cola, Shake Shack, Perry Ellis, the Walt Disney Company, the Mu seum of Modern Art, the Sundance Institute, the High Line, Jazz at Lincoln Center, the Metropolitan Opera, the New York City Ballet, the New York Philhar monic, the New Jersey Performing Arts2345 Center, the New 42nd Street, the New York Botanical Garden, the United States Holo- caust Memorial Muse- um, the Philadelphia Museum of Art, the Robin Hood Founda- tion, and the New York City Department of Parks and Recreation. **12/16 pt.**

In 1996 Scher's widely imitated identity for The Public Theater. **14/19pt.**

War/Love Poster, The Public Theater 2016-17 season campaign, 2016.

Paula Scher

Ascender

Terminal

Shoulder

Counter

Ear

Stem

Spur

Loop

Stress

Spine

Paula Scher (American, b.1948) is an illustrator, painter, graphic designer, and art educator. Scher was born on October 6, 1948, in Washington, D.C. She graduated from the Tyler School of Art in 1970 with a BA, and, after completing her education, she moved to New York City.

Two years later, she was hired by CBS Records, but she left after a year to pursue a career at Atlantic Records as an art director. Soon after, she returned to CBS and remained there for eight years as the cover department art director; during that time, she designed several hundred album covers. Soon after, she returned to CBS and remained there for eight years as the cover department art director; during that time, she designed several hundred album covers. While working at CBS Records, Scher received four Gram my nominations for her designs. **9/12 pt.**

She eventually left CBS to pursue her own work, including the devel opment of a pographic solution based on Russian constructivism and Art Deco.

Five years later, she co-founded a design firm with a fellow Tyler graduate, but the studio began to suffer as a result of the recession of the early 1990s, and Scher joined Pentagram in 1991, becom ing the first female principal to join the company. The following year, she became an art educator at the School of Visual Arts in New York, and since then, she has received hundreds of design awards. Scher is a recipient of the School of Visual Art's Masters Series Award. She has developed a reputation for her unique large-scale paintings, including her maps. **9/14pt.**

AbOut

Paula

Work

2013 - Contemporary Cartographies - Lehman College Art Gallery, New York City, NY

2012 - London Original Print Fair, with TAG Fine Arts, Royal Academy, London

2011 - The Art of Mapping' curated by TAG Fine Arts, Dover Street, London

2011- London Art Fair, TAG Fine Arts, Islington, London, UK

2007 - Paula Scher: Recent Paintings, Maya Stendhal Gallery, New York, NY

2007 - Notes on Utopia, Maya Stendhal Gallery, New York, NY

2006 - Paula Scher: The Maps, Maya Stendhal Gallery, New York, NY

2006 - "The Daily News," Boise Art Museum, in Boise, ID

2005 - "Noires-Noirs/The Black Show," Bleu Acier Gallery, Tampa, FL

2005 - "Community of Artists: 50 Years of The Public Theater," The New York Public Library for the Performing Arts Dorothy and Lewis B. Cullman Center

2005 - Design of Dissent," Visual Arts Museum at the School of Visual Arts, New York, NY

2005 - "Repetitions," Maya Stendhal Gallery, New York, NY

2005 - "The Maps: Recent Paintings," Maya Stendhal Gallery, New York, NY (solo)

2005 - "Collection d'Affiches les Silos, la Maison du Livre et de l'Affiche," Chaumont, France (solo)

2005 - "The Daily News," Salt Lake Art Center, Salt Lake City, UT

2004 - "The Daily News," Nicolaysen Art Museum and Discovery Center, Casper, WY

2004 - "Ballpoint," The Gallery at Pentagram, London

2004 - "Pentagram: A World of Typography," Klingspor-Museum Offenbach, Offenbach am Main, Germany

2004 - "Graphic Design of Three Continents," Tehran Museum of Contemporary Art, Tehran

2004 - "National Design Triennial: Inside Design Now," Cooper-Hewitt, National Design Museum, New York, NY

2002 - "What Is Design Today?" The Design Center at Philadelphia University, PA

2002 - "US Design," Memphis Brooks Museum of Art, Memphis, TN

2002 - "US Design 1975-2000," Denver Art Museum, Denver, CO

2002 - "US Design 1975-2000," Museum of Arts and Design, New York, NY

2002 - "The Master Series: Paula Scher," Visual Arts Museum at the School of Visual Arts, New York (solo)

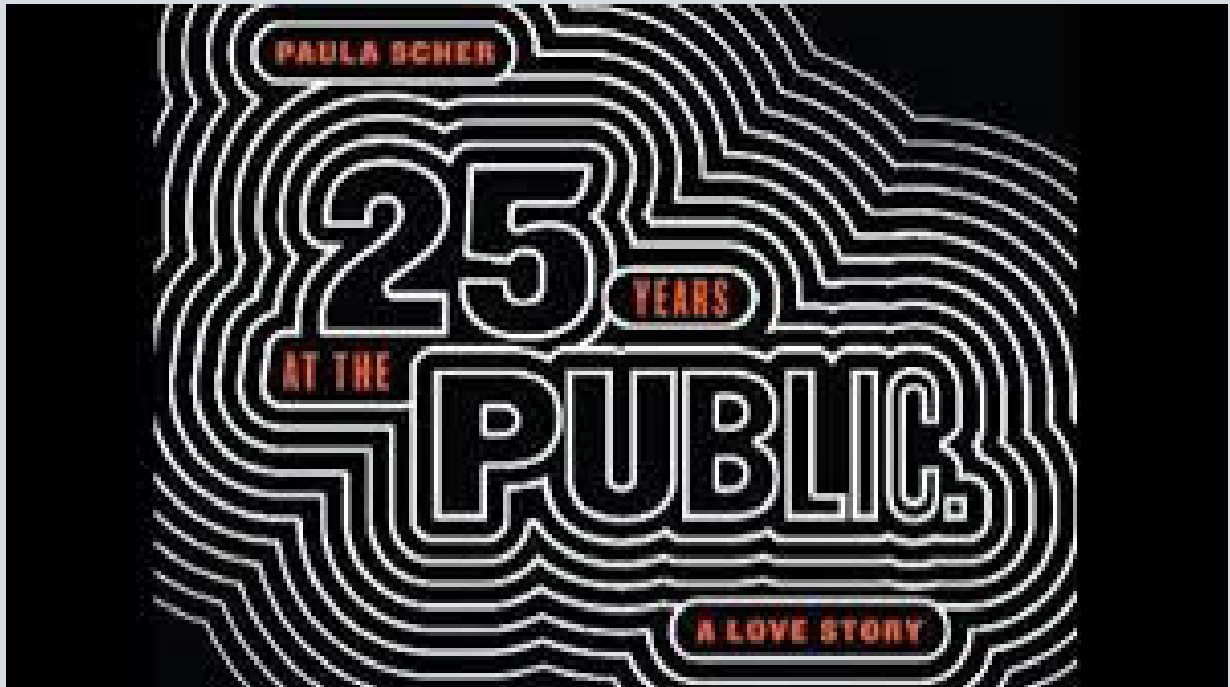**2002** - "Paula Scher," Temple Gallery, Tyler School of Art, Philadelphia (solo)

1999 - "Type Is Image," DDD Gallery, Osaka, JapanSelected (solo)r

Ilustration to recognize Paula Scher's work by Works Design Group/David E. Wilkinson. 2014 works. Design Group, LLC.

Maribel Royer

Paula Scher

Paula Scher: Twenty-Five Years at the Public, A Love Story