

A thin, dark grey line that starts on the left side of the page, slopes downwards to the right, and then turns sharply upwards to the right, ending at the top edge of the page.

Michael Bierut

Graphic Designer

A thin, dark grey line that starts on the left side of the page, slopes downwards to the right, and then turns sharply upwards to the right, ending at the bottom edge of the page.

Michael Bierut is a Graphic Designer based in New York.

Beirut started designing for Massimo Vignelli in 1980. Vignelli became a mentor for Beirut. It made him see the impact of a designer can have in the world and the responsibility that goes along with that impact.

Massimo Vignelli,
Michael Bierut,
Poster for "IDCNY
Welcomes the AIA
Convention", 1988.

IDCNY welcomes the
1988 AIA Convention



Beirut has put hard work over the years by working with the legendary Massimo Vignelli to now being a partner in the New York office of Pentagram.

Where he has created new brand strategies, identities and packaging for Yale School of Architecture to Saks Fifth Ave, Brooklyn Academy of Music and much more.

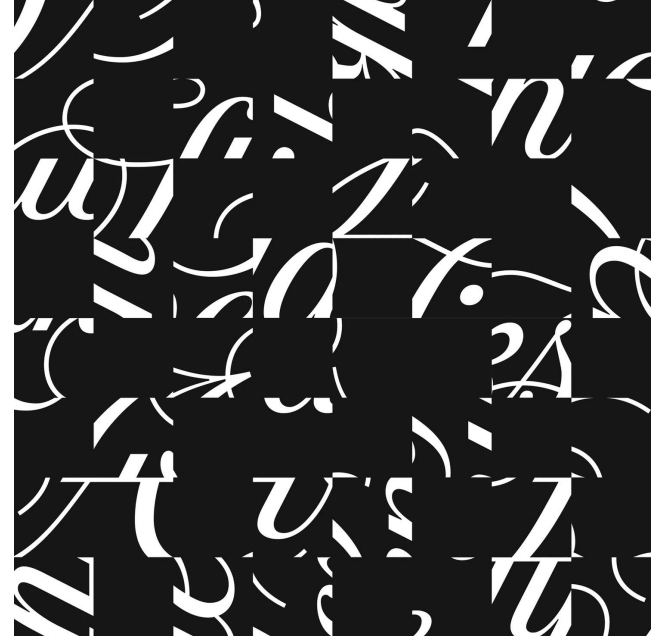


Bierut's design has set the stage for typographic style design. Where he takes advantage of the beauty of fonts and type. Bierut appreciates the way words look and uses them to create unique designs that are hard to forget. He likes experimenting with new typefaces.



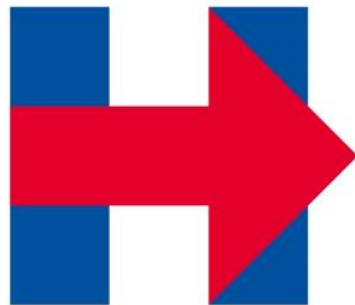
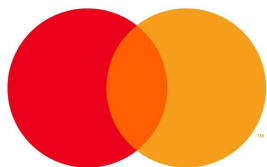
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During the Saks Fifth Avenue redesign, Bierut took the iconic cursive logo that was originally drawn in 1973 by Tom Carnese and breathed new life into it. He divided the logo into a grid of 64 smaller squares, where he shuffled and rotated, to be able to create individual logo tiles that can be used to form abstract compositions. This followed Bierut's strategy to create consistency without sameness.





Beirut's work can be seen in the city of New York. His designs of Maps for WalkNYC and The New York Times building. Demonstrate how effective his typography is. By using a Helvetica DOT subtle type for signaling directions to a big enlarged dark type for attention.



Beirut has stated that “simplicity, wit, and good typography” are the keys to an iconic design. He said “graphic design is the purposeful combination of words, pictures and other visual elements to support the communication of an explicit or implicit message.” While he doesn’t necessarily follow trends, he does observe them and feels that finding a balance between simplicity and complexity is at the core of the design process.



Works Cited

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