

Milton Glaser

a research report by eli altman

ucla department of design

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dynamic typography

Milton Glaser is a:

graphic designer

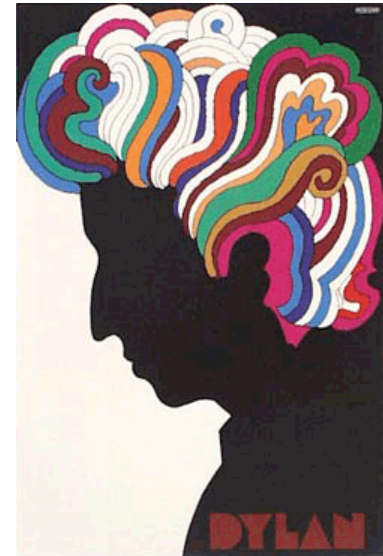
illustrator

publisher

new yorker.

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seen:**

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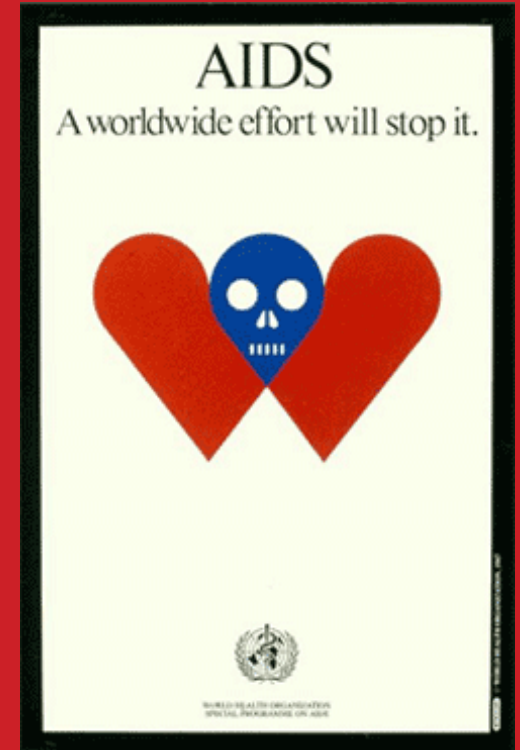


Milton Glaser was born in New York City on June 26th, 1929. He attended public schools in Manhattan including the High School for Music and Art (now called the LaGuardia High School of Music, Art and Performing Arts). Glaser stayed in New York for college attending Cooper Union from 1947-1951. Later he received a Fullbright scholarship to study with painter Giorgio Morandi at the Academy of Fine Arts in Bologna, Italy.

Upon returning from Italy, Glaser started Push Pin Studios in 1954 with three of his Cooper Union classmates. Glaser worked there until he started Milton Glaser, Inc. in 1974. This is where he founded New York Magazine and did a variety of different projects. Glaser was also art director of The Village Voice from 1975 to 1977. In 1983 Glaser founded WBMG with Walter Bernard (the former art director of Time) to do magazine and newspaper work exclusively.

Glaser still lives and works primarily in New York. In 2007 he will turn 78 years old. His work is displayed throughout the world in museums like the Centre Pompidou, The Lincoln Center Gallery, The Israel Museum and the Philadelphia Museum of Art. Recently, he has done a series of childrens books with his wife Shelley.

“Art is Work”



“Glaser’s work is characterized by directness, simplicity and originality. He uses any medium or style to solve the problem at hand. His style ranges wildly from primitive to avant garde in his countless book jackets, album covers, advertisements and direct mail pieces and magazine illustrations.”



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MORE
THAN
EVER

Discussion:

Why is Glaser's style,
or lack thereof, so important?

What has Glaser contributed to
the world of typography?

Milton Glaser is probably one of the most popular and influential American graphic designers of the 20th century. His desire to 'cut to the chase' and use design to truly communicate should be a lesson to all designers. The quantity and quality of Glaser's pro-bono work should also be noted.

Sources Cited:

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3. Interview with Milton Glaser, 2004, <<http://www.designboom.com/eng/interview/glaser.html>> (25 February 2007), milton glaser.
4. Milton Glaser, Art Is Work, (video interview) <<http://av.adobe.com/studio/miltonglaser/miltonglaser.html>> (25 February 2007), Milton Glaser.