

Influential Graphic Design

Paul Rand: Paul Rand (born Pertez Rosenbaum, August 15, 1914 – November 26, 1996) was a well-known American graphic designer, best known for his corporate logo designs. Rand was educated at the Pratt Institute (1929-1932), the Parsons School of Design (1932-1933), and the Art Students League (1933-1934). He was one of the originators of the Swiss Style of graphic design. Rand was inducted into the New York Art Directors Club Hall of Fame in 1972. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC. Rand died of cancer in 1996. IBM, ABC, Cummins Engine, Westinghouse, and UPS, among many others, owe their graphical heritage to him, though UPS recently carried out a controversial update to the classic Rand design. One of his primary strengths, as Maholy-Nagy pointed out, was his ability as a salesman to explain the needs his identities would address for the corporation.



Why I like it: I like Paul Rands work because its very unique and no one would've ever thought of it. And now today all those logos are very popular around the world because everyone uses them.

Woody Pirtle: Woody Pirtle established Pirtle Design in Dallas, Texas in 1978. Over the next 10 years, the firm created identity programs and marketing materials for Baylor University Medical Center, The Dallas Museum of Art, T.G.I. Friday's, Dallas Opera, Diamond Shamrock



STOP GUN TRAFFICKING | NO MORE GUNS FOR TORTURE AND HUMAN RIGHTS ABUSES |  **AMNESTY INTERNATIONAL**

Corporation, National Gypsum, Centex Homes, Gerald D. Hines Interests, Simpson Paper Company and NCR, to name a few. In 1988, Woody merged Pirtle Design with Pentagram, an international design consultancy founded in London in 1972, becoming a partner at their New York offices for the next 18 years while continuing to work with some of the firm's most prestigious clients. Between 1988 and 2005, Woody and the office of Pentagram produced work for Brown-Forman, Bacardi Global Brands, Flying Fish Brewing

Company, Watch City Brewing Company, Murray's Cheese, Really Cool Foods, IBM, Champion International Corporation, Fine Line Features, The Rockefeller Foundation, Nine West, Northern Telecom, Knoll International, Wellesley College, Princeton University, Brooklyn Law School, and Amnesty International, plus many others. In 2005 Woody left Pentagram to re-establish Pirtle Design. According to Pirtle's website, "Woody's work has been exhibited worldwide and is in the permanent collections of the Museum of Modern Art and Cooper-Hewitt Museum in New York, the Victoria & Albert Museum in London, the Neue Sammlung Museum in Munich, and the Zurich Poster Museum. He has taught at the School of Visual Arts, lectured extensively, is a member of the Alliance Graphique Internationale, and has served on the board of HOW magazine, Sustainable Hudson Valley, and the American Institute of Graphic Arts ("AIGA"). In October 2003, he was awarded the prestigious AIGA Medal for his career contribution to the design profession."



Why I like it: I like his work because some of his work wants to stop gun trafficking and to stop guns for torture and human rights abuses.

Paula Scher: (born October 6, 1948, Virginia) is an American graphic designer, illustrator, painter and art educator in design, and the first female principal at Pentagram, which she joined in 1991. She is the 16th recipient of the School of Visual Art's Masters Series Award and an exhibition of her work can be seen at the Visual Arts Museum & School of Visual Arts, which ties in with her book, Make it Bigger.

EXCEPTIONAL SUPPORT FOR THE 1995-1996 SEASON HAS BEEN PROVIDED LUESTER T. MERTZ CHARITABLE TRUST.

95
96
SEASON

THE PUB BLISS

BRING IN 'DA NOISE, 'DA FUNK AND OTHER PLAYS
BY SAVION GLOVER, REG. E. GAINES AND GEORGE C. WOLFE

2 WOMEN
IN REP
ANDREA MARTIN & MARGA GOMEZ

CHANGING LEAF
BY HAN ONG DIRECTED BY MARCUS STERN

DANCING ON HER KNEES
WRITTEN BY WILLIAM SHAKESPEARE DIRECTED BY ADRIAN HALL

VENUS
WRITTEN BY SUZAN-LORI PARKS DIRECTED BY RICHARD FOREMAN

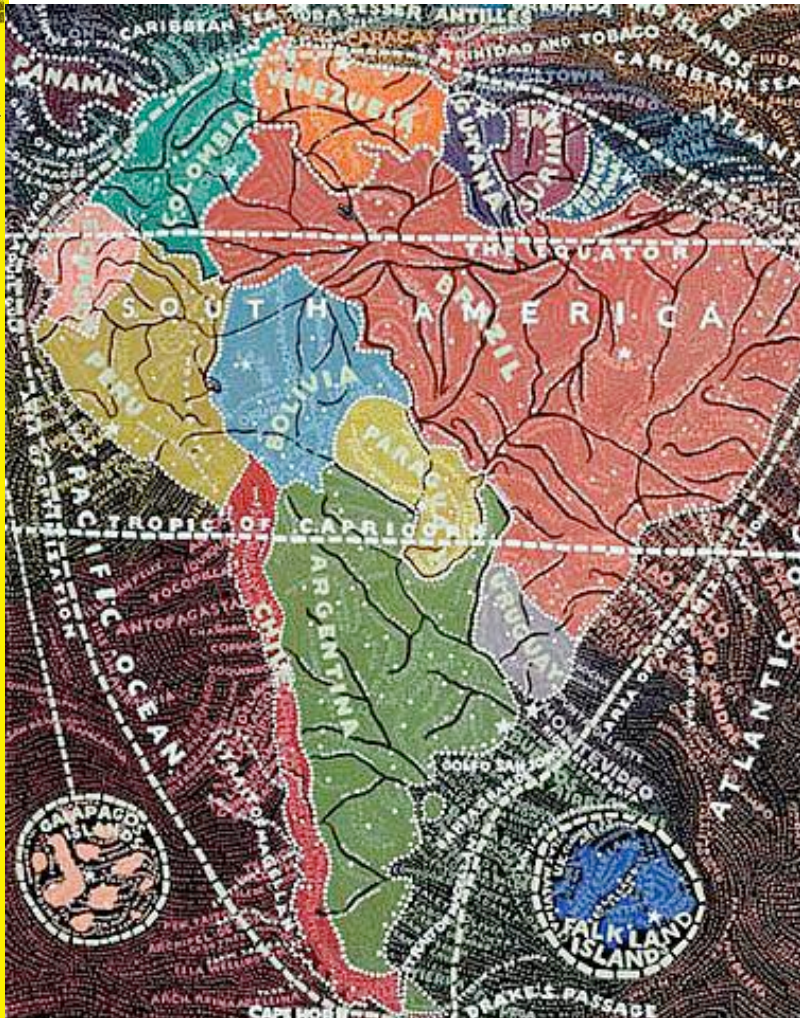
FRAGMENTS
WRITTEN BY CARYL CHURCHILL DIRECTED BY MARK WING-DAVEY

THE SKRIKER

WAKEUP CALL FEATURING CAMRYN MANHEIM

212-260-2400
425 LAFAYETTE STREET

MEMBERSHIP IS EASY! CALL 212-260-2400

Why I like it: I like Paula Scher's work because its very unique and it involves maps and a lot of colour.