

I ♥ NY[®]

Milton Glaser:

A Commercial Artist with a Social Conscience

Philosophy-

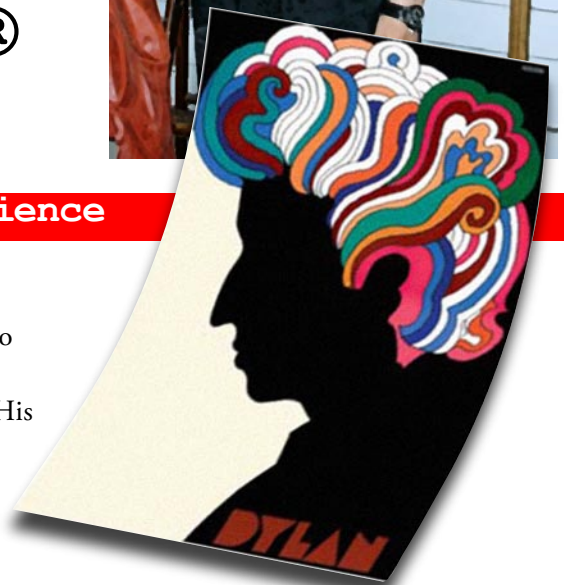
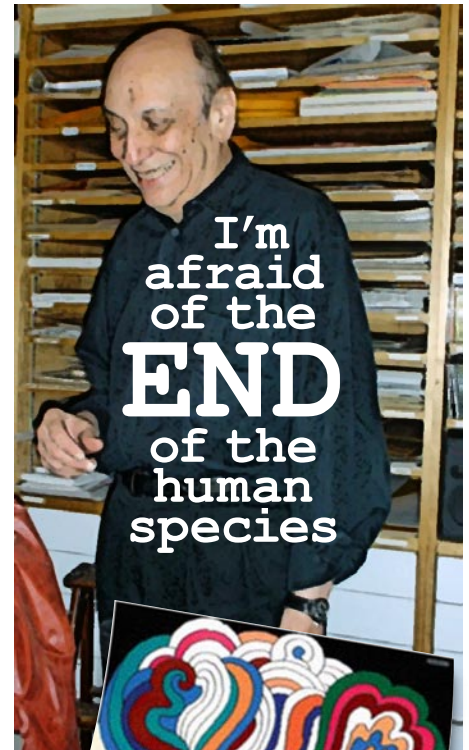
Milton Glaser believes artists have a responsibility to bring a positive force to the artistic medium which then translates into positive energy for society. He believes art & music are the things that keep people from killing each other. His philosophy is to only work for clients he respects, believes in and likes. He makes it a habit to avoid toxic people and is a practitioner of Gestalt therapy.

Glaser is a New York based artist with a social conscience; Milton Glaser did not begin his graphic design career with commercial interests at heart, he wanted to be an artist. Many of his works reflect the whimsical “fuzziness” brought about by actual drawing and brainstorming using pen and paper. He rarely touches computers and never uses them for conceptualizing designs.

Works-

Glaser’s most recognized design is the widely imitated “I love NY” logo, now a national icon. Originally made for the New York tourism board in 1973 to replace the old “Fun City” tag line, Glaser designed it pro bono and never received a cent. His next most famous design is probably the “psychedelic hair” poster he made for Bob Dylan’s Greatest Hits album. Additional areas in design which

Glaser has made contributions include: album covers, posters, magazine & newspaper design, logos and environmental fabrications. Glaser still enjoys teaching art & design.



Legacy-

Glaser helped establish the influential Pushpin Studios in 1954. He founded New York magazine in 1968. He created Milton Glaser Inc. in 1974. In 1983 he founded WBMG (Walter Bernard, Milton Glaser). His works have been collected by prestigious museums. The Smithsonian’s Cooper-Hewitt national design museum chose Milton Glaser to receive the 2004 national design award. He still lives and works in New York.

-Dan Kaufman 2007

Bibliographic Citations

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