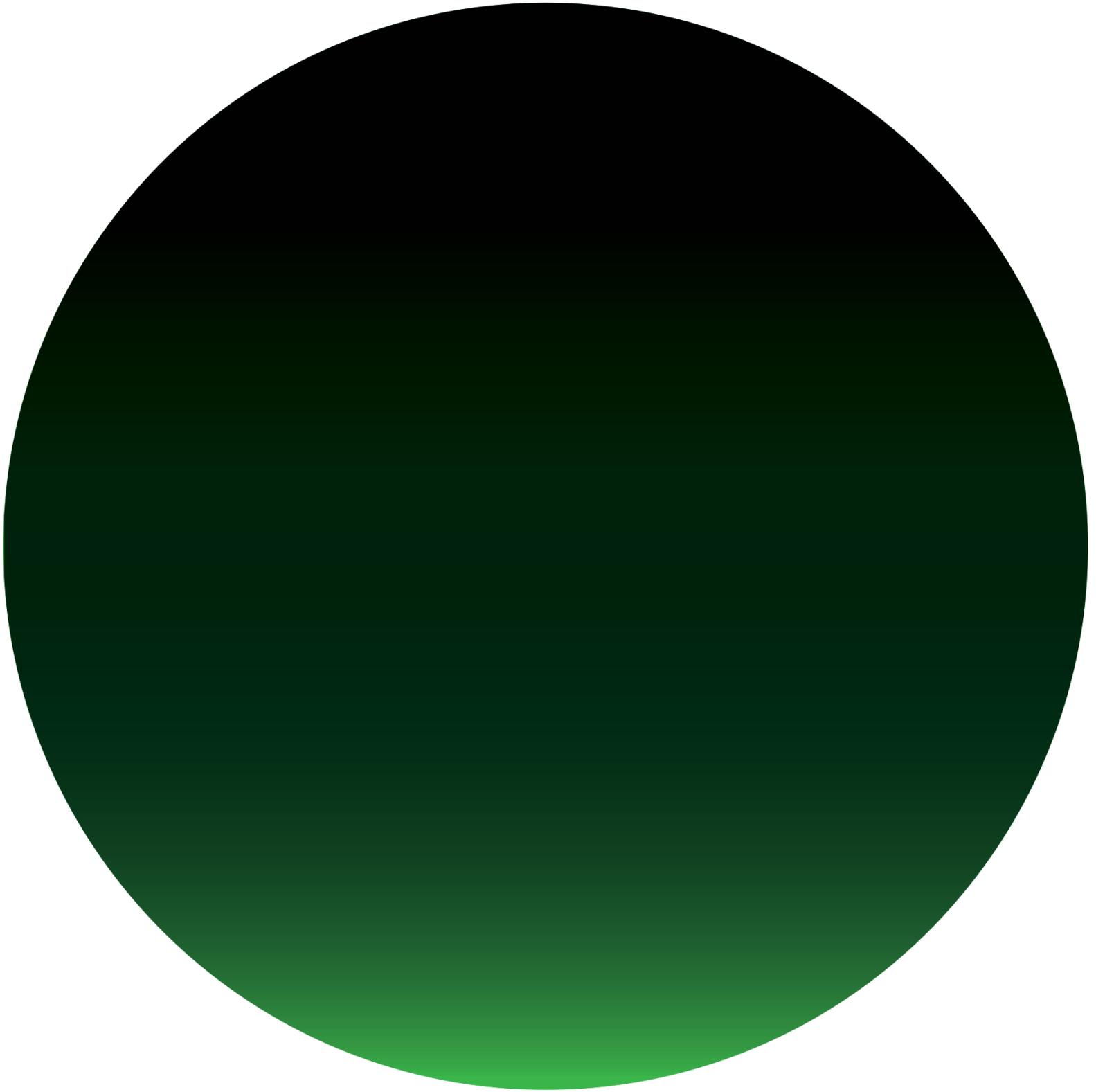


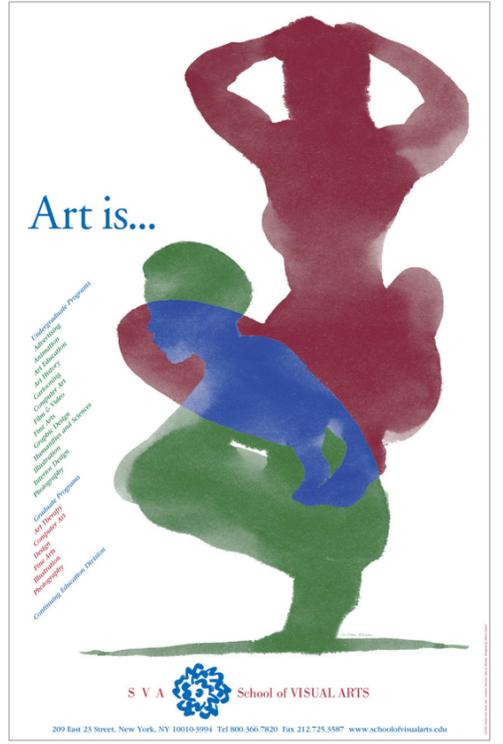
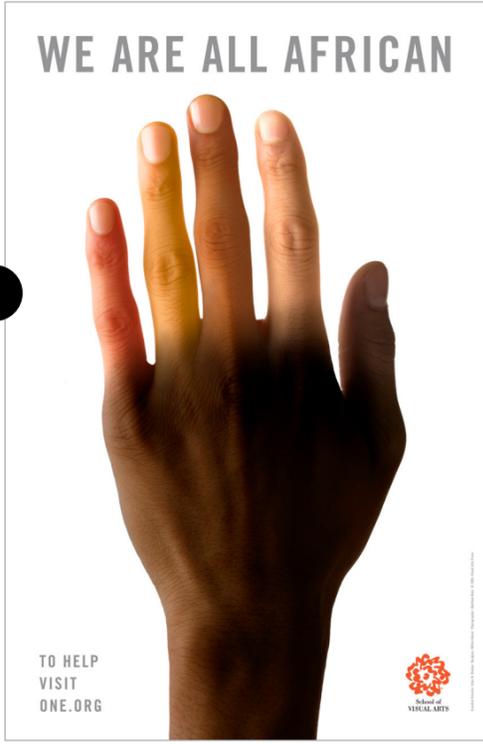
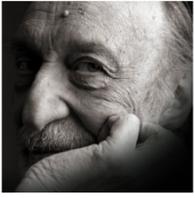
**IT'S NOT WARMING
IT'S DYING.**



www.itsnotwarming.com

#itsnotwarming

I 
IN
MORE
THAN
EVER



1929-2020 MILTON GLASER

Milton Glaser, the legendary graphic designer behind the “I ♥ New York” logo, longtime School of Visual Arts faculty member and acting chairman of the SVA Board—whose eclecticism and humanism continually shaped American design over his prolific 65-year career—died on Friday, June 26, 2020, his 91st birthday.

Over his long relationship with SVA, Glaser created countless works for the College, including a record 27 “Subway Series” posters, designed for display in New York City’s subway system. This body of work is the story of his career, tracing his evolving interests, over the course of 50 years, in various materials, techniques and styles. Although several are explicitly instructive, they all offer a miniature course in visual communication while placing his artist-as-citizen ethos at the forefront.

One of his most beloved Subway Series efforts was the “I ♥ NY More Than Ever” poster. Glaser created it following the 9/11 attacks, reclaiming his most famous design. As a tribute to him and the city he loved, we feature a reproduction of it on the opposite side. The message resonates today as New Yorkers have banded together by staying six-feet apart to battle the coronavirus.

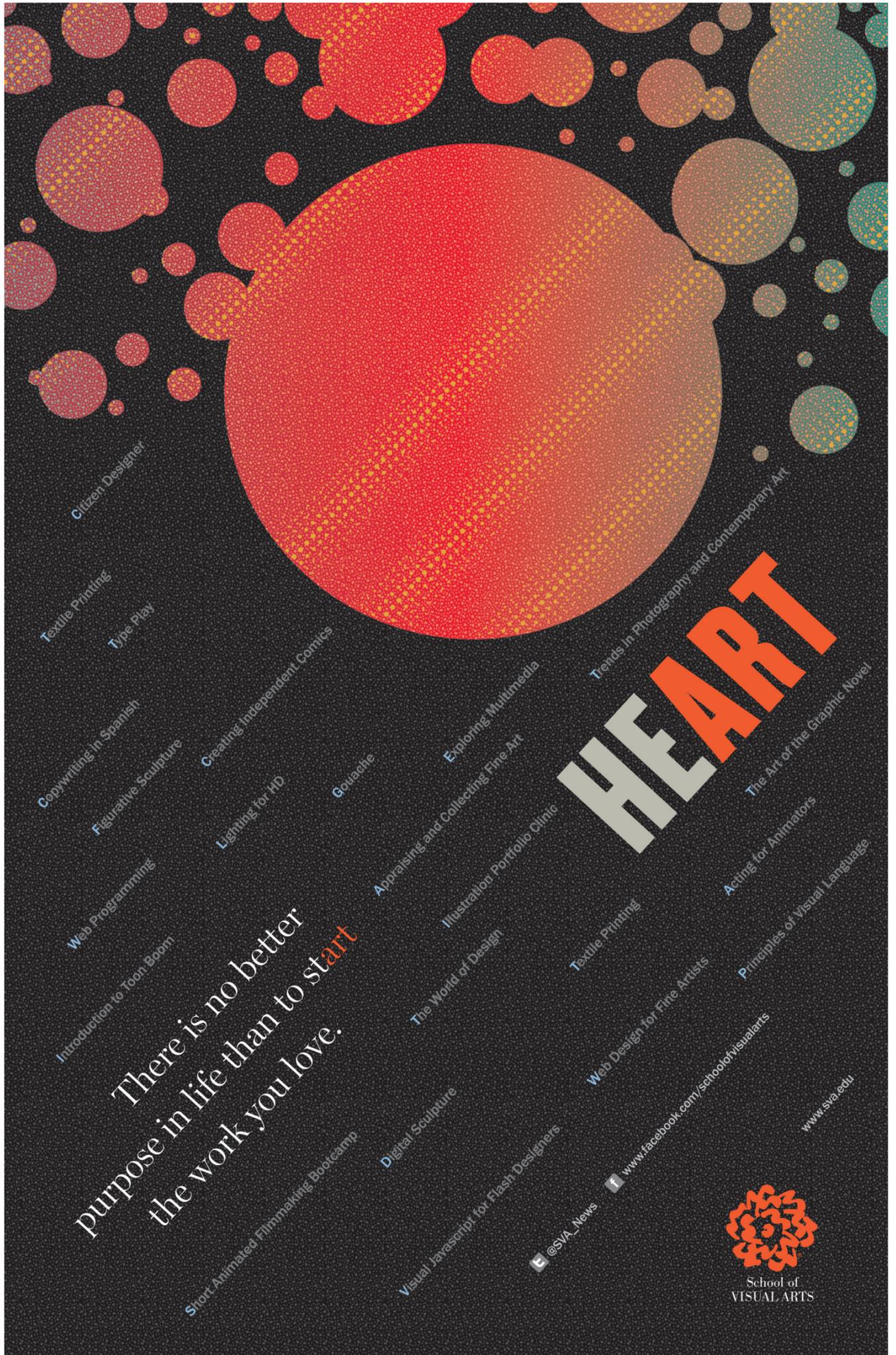
CLOCKWISE FROM TOP LEFT

- We Are All African*, 2005
- To Dream Is Human*, 2017
- Art Is...*, 2000
- The Secret of Art*, 2008
- Art is... Whatever* (Fifty Years), 1996
- It's Not About Me It's About We: Art Makes Us Better*, 2017
- A Drawing Lesson*, 1995
- Heart*, 2011

OPPOSITE SIDE FROM LEFT

- It's Not Warming It's Dying*, 2014
- I Love NY More Than Ever*, 2001

All posters designed by Milton Glaser:



The Secret of Art



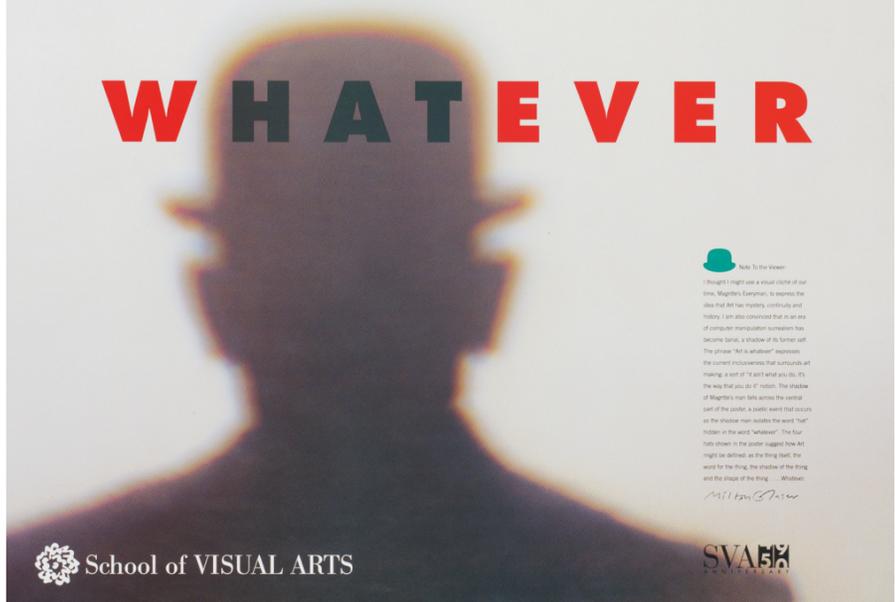
S V A  School of VISUAL ARTS®

CREATIVE DIRECTOR: JILLAS H. RIDGES DESIGNER: MILTON GLASER PHOTOGRAPHER: MATTHEW HELEN © 2009, VISUAL ARTS PRESS, LTD.



Art is...

W H A T E V E R



Note to the viewer:
I thought I might use a visual cliché of our time, Magritte's *Empire of Light*, to explore the idea that art has history, continuity and history. I am also convinced that on an era of computer manipulation, surrealist has become dead, a matter of its former self. The phrase "Art is whatever" expresses the current inclination that surrounds art making, a sort of "It's not what you do, it's the way that you do it" notion. The stroke of Magritte's hat sits across the central part of the poster, a subtle event that occurs as the viewer's eye follows the word "hat" hidden in the word "whatever". The hat has shown in the poster suggest how art might be defined as the thing that, the word to the thing, the inside of the thing and the shape of the thing. *Milton Glaser*

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A Drawing Lesson

The difficulty in drawing from a photograph is knowing what to omit. The photograph contains too much information and generally too many contrary sources of light. Drawing from a photograph is a matter of selection and editing. Degas used photographs in an appropriate way. That is to say, he was not dominated by the material contained in the photo, and felt free to depart from it at will.

Illustration of Matisse sketching a swan at Bois de Bologne

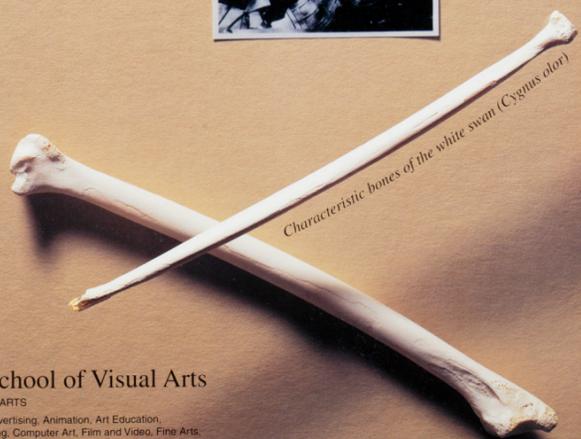


Photo of Matisse sketching a swan at the Bois de Bologne



I have often wondered about the distinction between drawing and illustration, and, as usual, the difference is contained within the words themselves. 'Illustration', which comes from the root 'lustrare' means to shed light on, or to make clear. It suggests the idea of a surface of an object interrupting the flow of light. 'Drawing' comes from the root 'trahere', meaning to draw forth, like water from a well or blood from a stone. It suggests the idea of revealing something that is contained within an object and can be drawn out, rather than something that is on the surface. This may explain why those who begin to draw often start with the bones. Both activities require intelligence, perseverance, and talent.

Milton Glaser

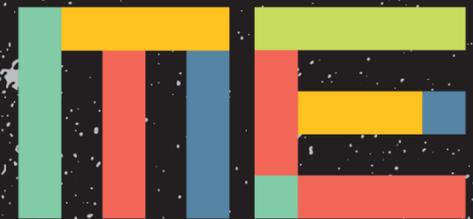


Characteristic bones of the white swan (Cygnum olor)

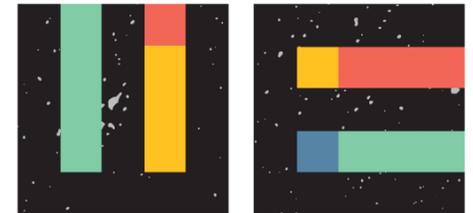
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IT'S NOT ABOUT



IT'S ABOUT



ART MAKES US BETTER

MILTON
GLASER

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