

BY: Senator SERRANO

CELEBRATING the life and accomplishments of Milton Glaser, renowned artist and celebrated graphic designer

WHEREAS, It is the sense of this Legislative Body to honor and pay just tribute to the memory of those prominent individuals whose creative talents have contributed to the entertainment and cultural enrichment of the citizens of the State of New York; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to celebrate the life and accomplishments of Milton Glaser, renowned artist, celebrated graphic designer, and life-long New Yorker from his birth in 1929 to his passing in 2020; and

WHEREAS, Born in the South Bronx on June 26, 1929, to parents of Jewish immigrants from Hungary, Milton Glaser began his early education in the arts taking lessons from social realist artists Raphael and Moses Soyer before enrolling in the High School of Music and Art in Manhattan; and

WHEREAS, Milton Glaser then continued his studies at The Cooper Union for the Advancement of Science and Art, where he formed lasting connections with classmates that would go on to challenge the orthodoxy of contemporary commercial design; and

WHEREAS, In 1951, Milton Glaser won a Fulbright scholarship to the Academy of Fine Arts in Bologna, Italy, where he studied with still-life painter Giorgio Morandi, greatly influencing his design aesthetic, focusing on creation and the humanistic communication of visual imagery; and

WHEREAS, After returning to the United States, Milton Glaser founded Push Pin Studios in 1954, along with fellow Cooper Union classmates Reynold Ruffins, Seymour Chwast, and Edward Sorel, integrating elements of surrealism and narrative illustration, as well as using experimental typography to launch a new direction for commercial design; and

WHEREAS, In 1966, Milton Glaser was commissioned by CBS Records to design a poster insert for the LP Bob Dylan's Greatest Hits; this iconic poster of the singer's silhouette with lively multi-colored bands of hair married influences of Marcel Duchamp and Islamic art, visually capturing and expanding the recording artists' influence on a generation; a print of the poster hangs in the Museum of Modern Art and more than six million copies have been printed and distributed, with demand for reprints continuing to this day; and

WHEREAS, Furthermore, in 1968, along with editor Clay Felker, Milton Glaser founded **New York Magazine**, which sought to epitomize the New York experience using experimental and sometimes ambiguous imagery to capture

the crosscurrents of daily life in New York; and

WHEREAS, In 1977, Milton Glaser designed the eponymous, 'I Love New York' logo and chunky typography on a scrap envelope while in the back of a taxi cab; this work was provided pro bono and spawned the widespread adoption and permutation of the logo from coffee mug kitsch to State promotional campaigns; once again, Milton Glaser distilled a vision of New York into a simple, four-character design embracing optimism, and even playfulness, following the City's fiscal decline in the 1970s; the original scrap on which the logo was hurriedly sketched with red crayon also now hangs in the Museum of Modern Art's permanent collection; and

WHEREAS, Following the tragic events of 9/11, the 'I Love NY' design again became a rallying symbol for people expressing solidarity in the New York region and worldwide; during this time, Milton Glaser updated the image to read "I Love NY More Than Ever," with the heart displaying a dark bruise; these posters were plastered throughout the City and in newspapers as New Yorkers once again set out to reestablish a common, expansive vision for New York; and

WHEREAS, Milton Glaser continued designing iconography for the masses, spanning over 400 posters, book covers, museum promotions, and rug designs as well as logos for World Aids Day, DC Comics, Grand Union Supermarkets, Brooklyn Brewery and Stony Brook University; and

WHEREAS, It is the intent of this Legislative Body to publicly recognize those who have contributed extensively to the cultural and artistic achievements of this great Empire State and Nation; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to celebrate the accomplishments of Milton Glaser, a man who defined aesthetic in modern life and reimagined graphic design as a fine art; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to the family of Milton Glaser.