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Milton GLASER

Crtanje je mišljenje

Drawing is Thinking

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Milton GLASER

To many, **Milton Glaser** is the embodiment of American graphic design during the latter half of this century. His presence and impact on the profession internationally is formidable. Immensely creative and articulate, he is a modern renaissance man – one of a rare breed of intellectual designer-illustrators, who brings a depth of understanding and conceptual thinking, combined with a diverse richness of visual language, to his highly inventive and individualistic work.

Born in 1929, Milton Glaser was educated at the High School of Music and Art and the Cooper Union art school in New York and, via a Fulbright Scholarship, the Academy of Fine Arts in Bologna, Italy. He co-founded the revolutionary Pushpin Studios in 1954, founded New York Magazine with Clay Felker in 1968, established Milton Glaser, Inc. in 1974, and teamed with Walter Bernard in 1983 to form the publication design firm WBMG.

Throughout his career, Glaser has been a prolific creator of posters, prints, books, albums and advertisements. His artwork has been featured in exhibits worldwide, including one-man shows at both the Centre Georges Pompidou in Paris and the Museum of Modern Art in New York. His work is in the permanent collections of many museums. Glaser also is a renowned graphic and architectural designer with a body of work ranging from the iconic logo to complete graphic and decorative programs for the restaurants in the World Trade Center in New York.

Glaser is an influential figure in both the design and education communities and has contributed essays and granted interviews extensively on design. Among many awards throughout the years, he received the 2004 Lifetime Achievement Award from the Smithsonian Cooper-Hewitt, National Design Museum, for his profound and meaningful long-term contribution to the contemporary practice of design. On Feb 25th, 2010, Milton Glaser received the The National Medal of Arts. The award was presented by President Obama in the East Room of The White House. Milton was the first designer to receive this honor.



Milton Glejzer je po mnogima oličenje američkog grafičkog dizajna druge polovine XX vijeka. Njegovo prisustvo i uticaj u profesiji na međunarodnom nivou velikih je razmjera. Veoma kreativan i elokventan, on je pravi moderni renesansni čovjek – jedan od rijetkih umnih dizajnera-illustratora koji u svoja krajnje inventivna i individualistička djela unosi dubinu poimanja i konceptualnog mišljenja, kombinujući ih sa raznolikim bogatstvom vizuelnog jezika.

Milton Glejzer je rođen 1929. godine. Završio je Srednju školu za muziku i umjetnost i Cooper Union umjetničku školu u Njujorku, kao i Akademiju likovnih umjetnosti u Bolonji u Italiji. Jedan je od utemeljivača revolucionarnog Pušpin studija u Njujorku, 1954. godine, sa Klej Felkner osnovao je New York Magazine 1968, 1974. osnovao Milton Glaser, Inc., a zajedno sa Volterom Bernardom 1983. godine osnovao kompaniju za dizajn publikacija WBMG.

Tokom svoje karijere, Glejzer je bio plodan stvaralac plakata, printova, knjiga, muzičkih omota i oglasa. Njegova umjetnička djela bila su eksponati mnogih izložbi širom svijeta, uključujući i samostalne izložbe u Centru Žorž Pompidu u Parizu i Muzeju moderne umjetnosti u Njujorku. Njegovi radovi dio su kolekcija mnogih muzeja. Glejzer je takođe prepoznat kao grafički dizajner i dizajner enterijera čiji se radovi kreću u rasponu od ikoničkog – logoa, do kompletnog grafičkog i dekorativnog identiteta za restorane u Svjetskom trgovinskom centru u Njujorku.

Milton Glejzer je uticajna ličnost na polju dizajna i obrazovanja, čemu je znatno doprinio svojim esejima i intervjuima o dizajnu. Pored mnogih nagrada koje je dobio tokom godina, 2004. godine dobio je nagradu za životno djelo od Smithsonian Cooper-Hewitt – Nacionalnog muzeja dizajna, za veliki i izuzetan dugotrajni doprinos na polju modernog dizajna. Glejzer je 25. februara 2010. godine dobio Nacionalnu medalju umjetnosti, koju mu je u Bijeloj Kući uručio predsjednik Obama. Glejzer je prvi dizajner koji je dobio ovo odličje.

Crtaње je mišljenje

Drawing is Thinking

Drawing upon an amazing vocabulary of images and techniques, Glaser has now created his most personal book. Parts of the book are introduced on this exhibiton.

Based on his view that all art has its origin in the impulse to create – primarily through drawing – he has designed a book that powerfully delineates this idea. In Drawing is Thinking, the drawings depicted are meant to be experienced sequentially, so that the viewer not only follows Glaser through these pages, but comes to inhabit his mind. The drawings represent a range of subject matter taken from throughout Glaser's career. They illustrate the author's commitment to the fundamental idea that drawing is not simply a way to represent reality, but a way to understand and experience the world.

In Drawing is Thinking, the author is less interested in display and more concerned with how the mind works to visually represent reality.

Crtaње je mišljenje

Oslanjajući se na svoju zadivljujuću imaginativni jezik i tehniku, Glejzer je napravio svoju najličniju knjigu, čiji dio imamo prilike da vidimo na ovoj izložbi.

Baziranu na sopstvenom viđenju da umjetnost ima svoj izvor u kreativnom impulsu – primarno kroz crtež – dizajnirao je knjigu koja snažno naglašava ovu ideju. U knjizi Crtaње je mišljenje, prikazane crteže treba sagledavati sekvencijalno (jedan po jedan), tako da posmatrač ne samo slijedi Glejzera kroz ove stranice, već ponire u dubinu njegovog razmišljanja. Crteži predstavljaju sublimat ideja kojima se autor bavio tokom svoje karijere. Oni ilustruju njegovu posvećenost bazičnoj ideji da crtež nije samo način da se predstavi realnost, već način da se razumije i iskusiti svijet.

U knjizi Crtaње je mišljenje, autor je manje zainteresovan za sam prikaz-sliku, a više se bavi načinom razmišljanja da razjasni proces vizuelnog predstavljanja realnosti.