

Work

M I L  
T O N  
G L A  
S E R



*Original campaign button for I Love New York*

SPORTS ★ ★ ★ ★ FINAL

# DAILY NEWS

50¢ CN www.nydailynews.com NEW YORK'S HOMETOWN NEWSPAPER September 20, 2001

INSIDE  
48 PAGES OF  
SPECIAL COVERAGE

I   
NY  
MORE  
THAN  
EVER

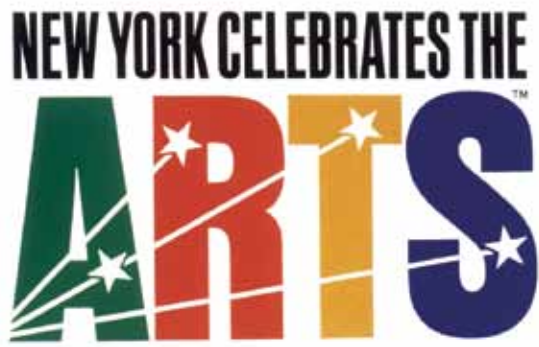
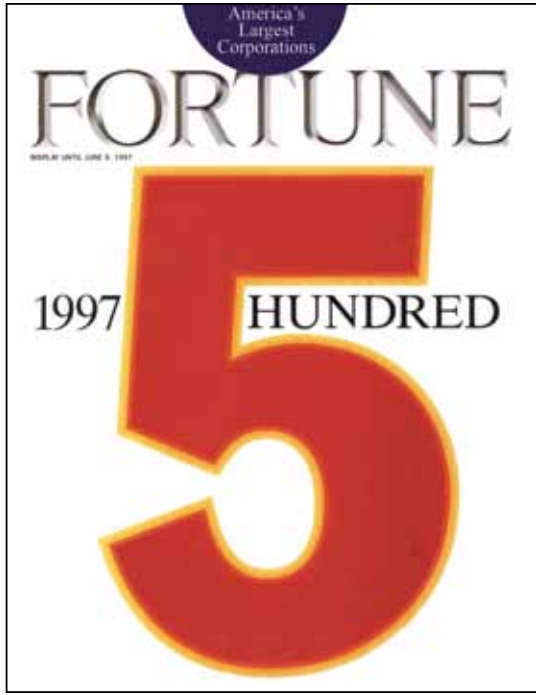
Milton Glaser's reinterpretation of his celebrated 1975 poster reflecting last week's terrorist attack on the World Trade Center.



Daily News cover after 9-11



*Identity for Tony Kushner's play Angels in America*





RIMINI



*NEW YORK*



*Emerson  
String  
Quartet*





666 5TH AVENUE



CHARLES B. WANG  
CENTER



**DOUBLE NICKEL**

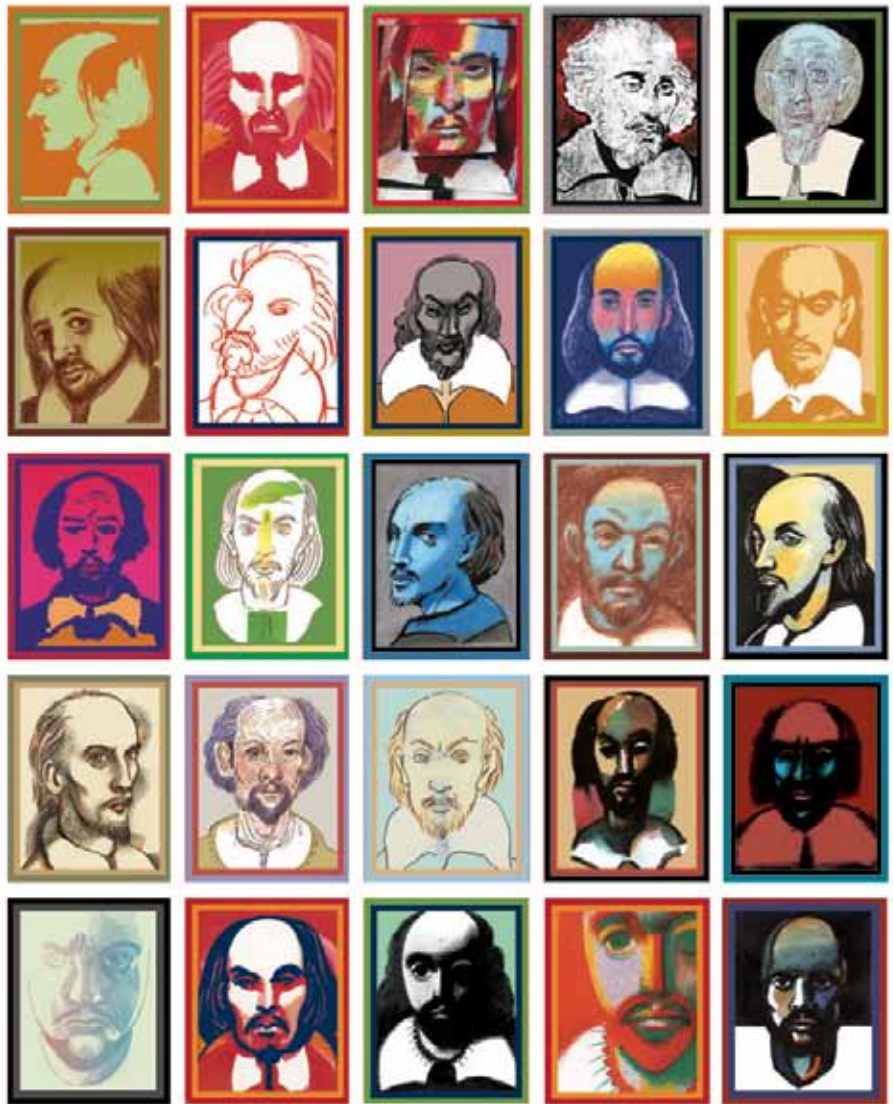


# Theatre for a New Audience

*Identity, communication, and signage*



*Identity*



*Shakespeare portraits for a variety of applications*



*Theatre for a New Audience Award Statue*

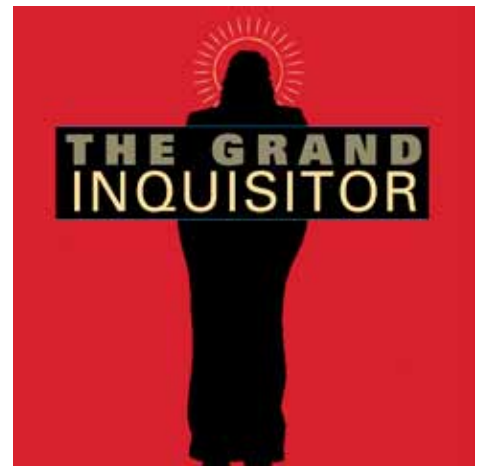
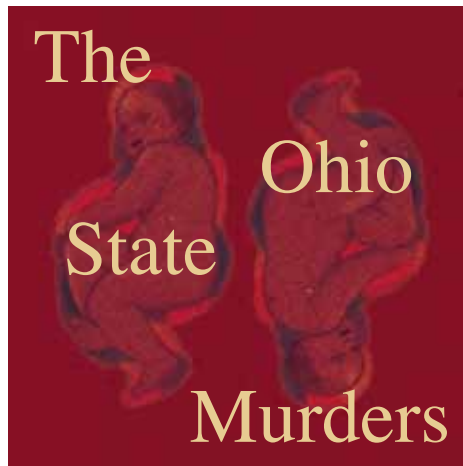
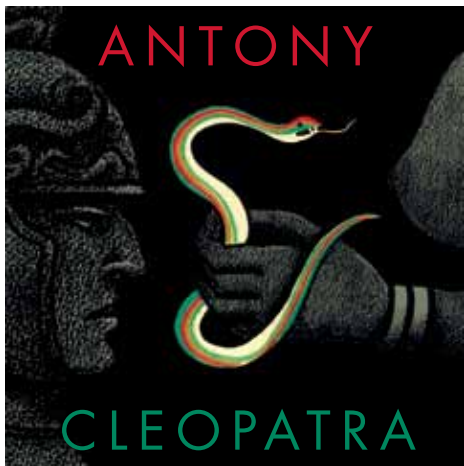
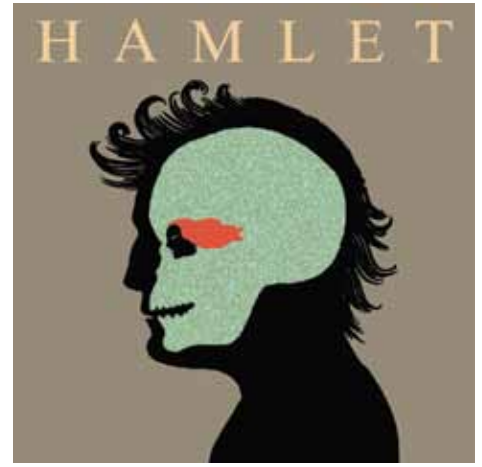
THEATRE FOR A NEW AUDIENCE

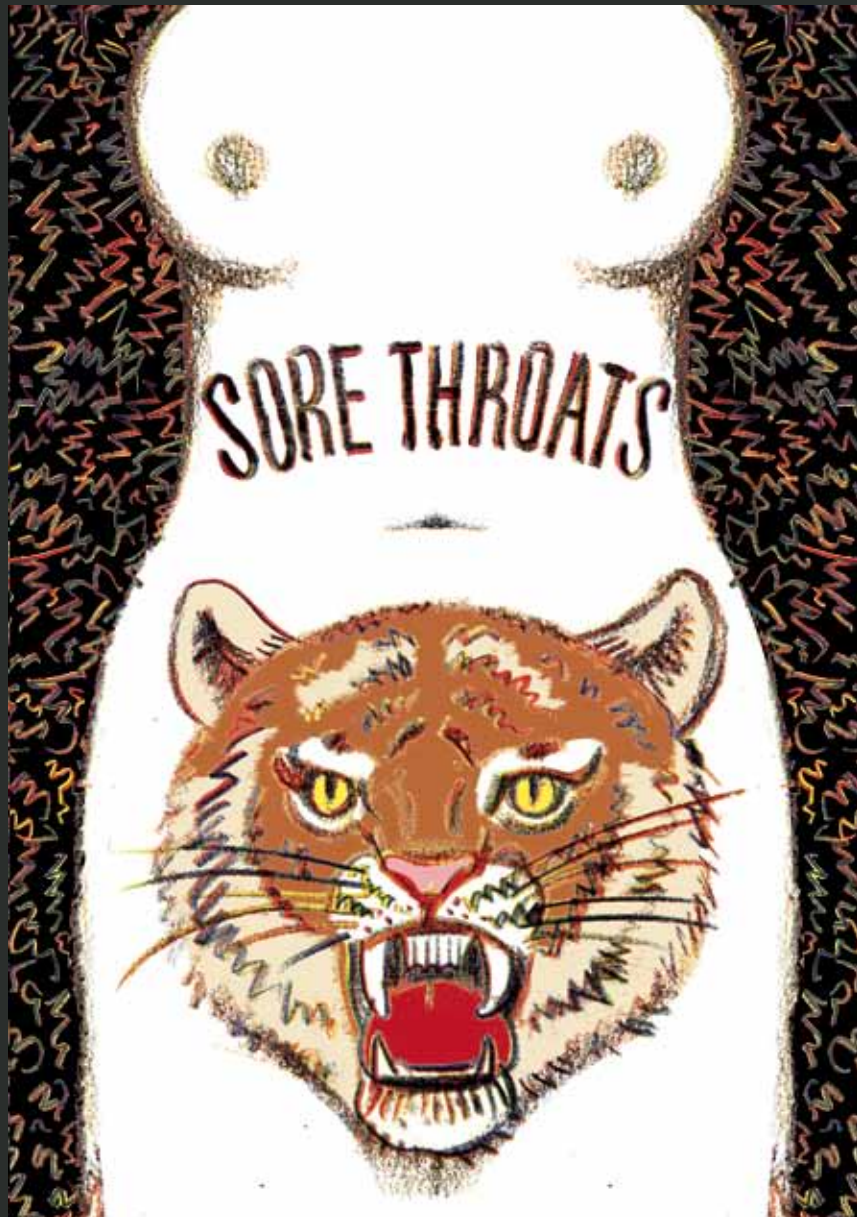
TWENTY FIVE CURIOUS YEARS



William Shakespeare

*Anniversary poster*





THEATRE FOR A NEW AUDIENCE

# SORE THROATS

BY HOWARD BRENTON THE DUKE ON 42ND STREET APRIL 22 – MAY 21, 2006

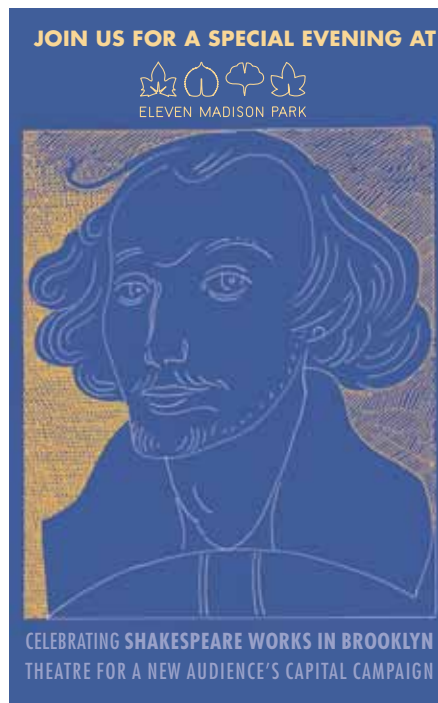
DIRECTOR Evan Yionoulis  
SCENIC DESIGNER Adam Stockhausen  
COSTUME DESIGNER Katherine Roth  
LIGHTING DESIGNER Donald Holder  
COMPOSER & SOUND DESIGNER Mike  
Yionoulis  
DIALECT CONSULTANT Elizabeth Smith  
FIGHT DIRECTOR J. David Brimmer

CAST  
Bill Camp, Laila Robins, Meredith Zinner

*Theatre for a New Audience's Capital Campaign materials*



*Website*



*Brochures*



*Facade study*



*Signage study*



*Interior signage studies*

# Louis Armstrong House Museum and Archive

*Identity, signage, and interior elements for a newly constructed museum*



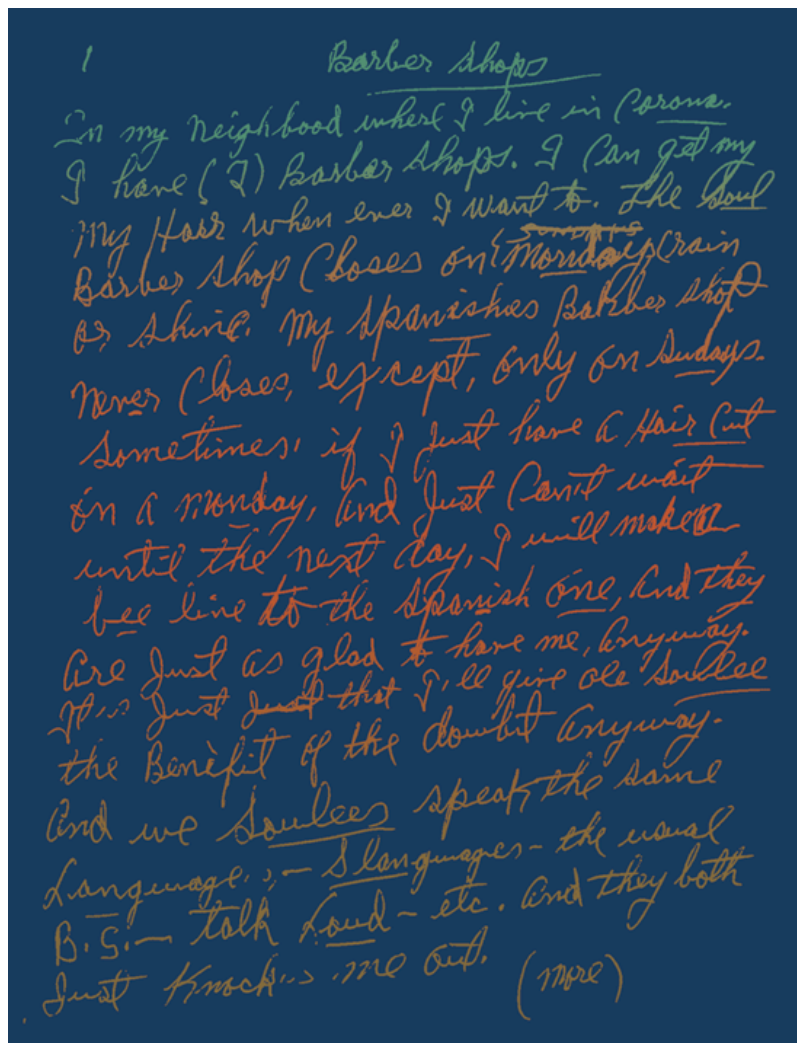
*Identity*



*Portrait (print proposal)*



*Exterior signage*



*Backlit large-scale letter from Louis with a shifting color background*

APRIL IN PARIS  
AUTUMN IN NEW YORK  
ST. LOUIS BLUES  
BLUEBERRY HILL  
'BOUT TIME

DO YOU KNOW WHAT IT MEANS TO MISS NEW ORLEANS?

DREAM A LITTLE DREAM OF ME

HELLO, DOLLY!

LET'S DO IT, LET'S FALL IN LOVE

NOW YOU HAS JAZZ

ON A LITTLE BAMBOO BRIDGE

POTATO HEAD BLUES

SKOKIAAN

THAT LUCKY OLD SUN

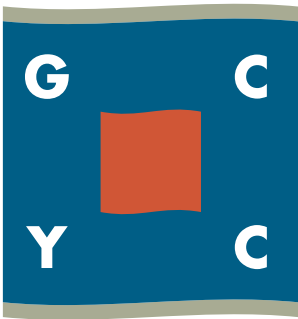
WHAT A WONDERFUL WORLD

*3-dimensional mural for the front entry*



# Gary Comer Youth Center

*Identity, wayfinding and all other signage, communications, and wall murals*

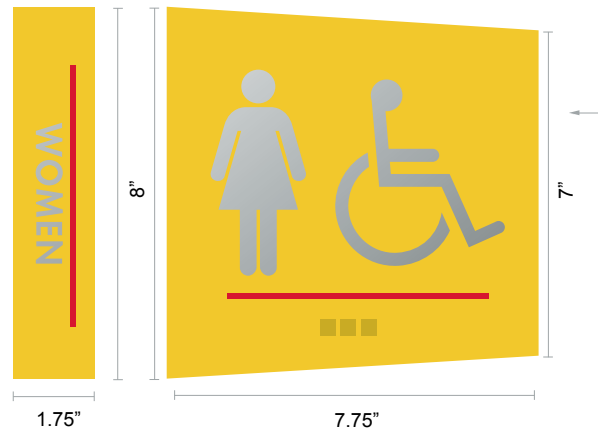
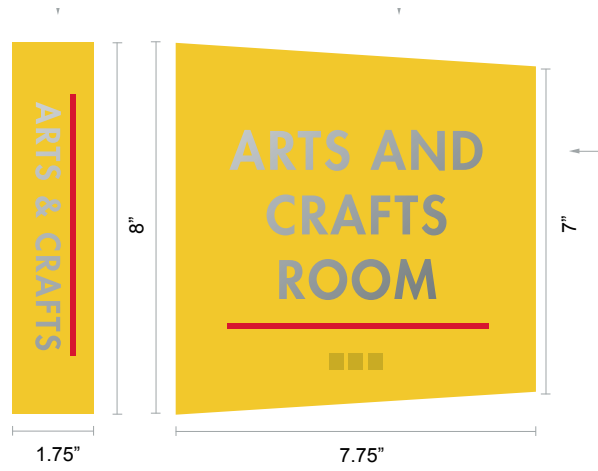


**GARY COMER  
YOUTH CENTER  
HOME OF THE  
SOUTH SHORE  
DRILL TEAM**

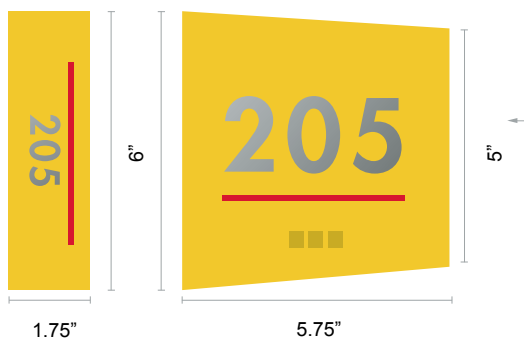
*Identity*



*Cast sculpture with glass base for inscription of graduate names*



Flat surface is painted in specified RAL colors



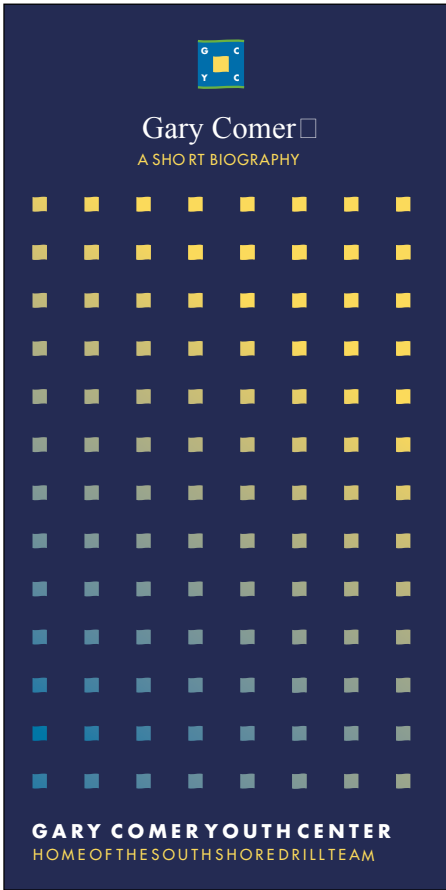
*3-dimensional signage specifications*



*Decorative wall*



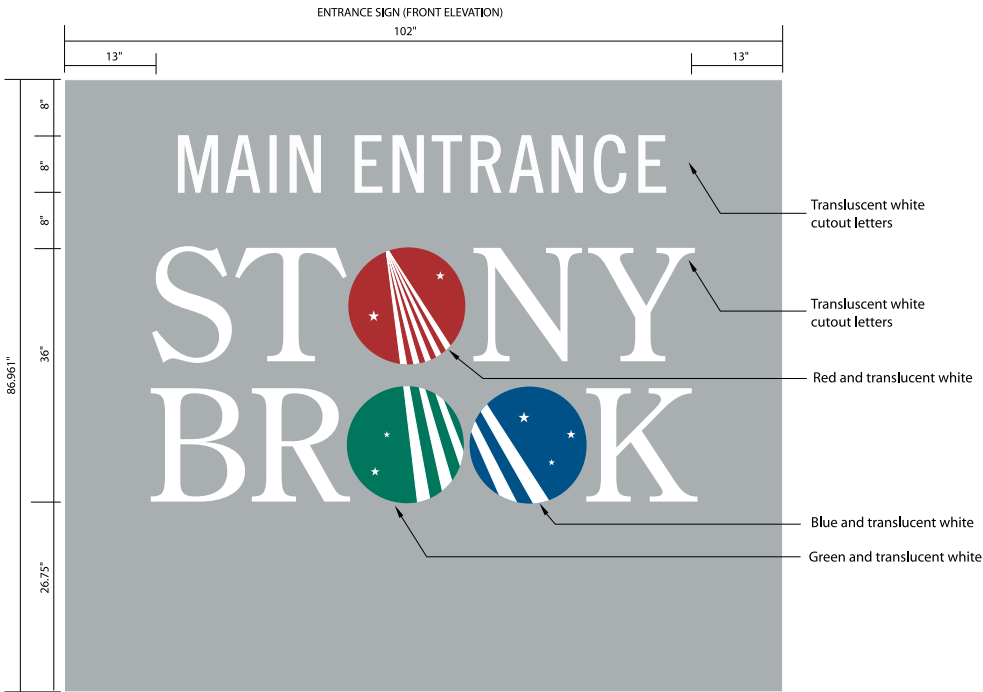
*3-dimmensional accordion wall; reads Spring Summer in one direction, Autumn Winter in the other*



*Brochure*

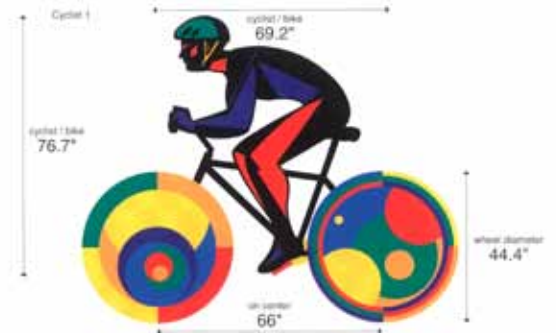
# Stony Brook University

*Identity, communication, advertising, signage, and sculptural elements*



*Entry Sign*

*Identity (signage specification)*



*Kinetic bicycle study (see opposite)*



*3-dimensional campus signage*



*Stadium signage*



*Stadium signage details*



*Kinetic bicycle sculpture based on Duchamp's rotoscopes. Wheels rotate every 15 minutes*



*Photographic mural outside the Jasmine restaurant*



# How Money Affects the Brain

These days, so many are sharing the same financial boat.

All of us struggling to do the job, while beset by ever-shrinking budgets. In education, cut-backs are affecting schools from the East to the West. Just when other nations are turning out more brainpower, the United States may be falling behind.

Only yesterday, the world was clamoring to get into America's schools. We're probably still the 'gold standard', but the luster is dimmed. The world is catching up, and in some cases, passing us by.

At Stony Brook University, we feel the pinch that everyone else is feeling, maybe even more. Because to us, there is no larger issue than education. What else can turn out the brains to master the burgeoning technology, than use it to create more and better jobs.

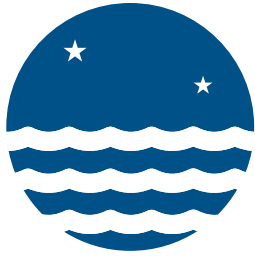
For each generations future, for the nation's future, nothing comes close to the benefits of enhanced brainpower.

But can we help shape those brains for the long haul, if we short-change our schools today?



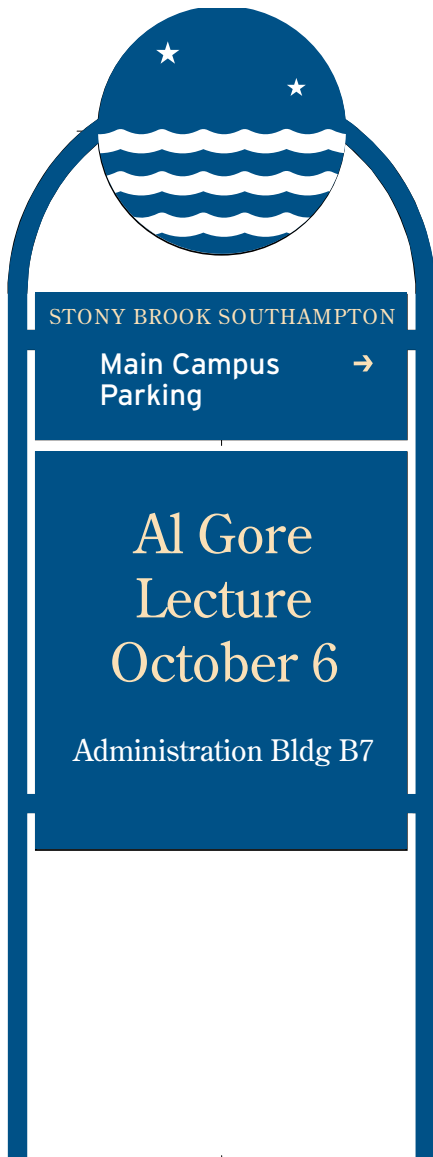
*Education is our best investment.*

Stony Brook University *Southampton*  
*Identity, communication, advertising, signage*



STONY BROOK  
 SOUTHAMPTON

*Identity*



*Campus sign study*

The Bigness of Small Things



**THE LOWLY COD**  
 It's shrinking population could doom 20% of the developing world. Are drag-trawlers the environmental drag?



**OH-UH**  
 As global warming hit rain-forests, frogs egg-pools dry up. Forever lost are cures from frog's skins, and a 24/7 killer of mosquitoes.



**MANKIND'S BIGGEST CROP**  
 A blend of most promising, or most terrifying.

**SHAKESPEARE PROCLAIMED**  
 "Blow winds, rage, and crack your cheeks." Come help us tame the tempests into energy.



**EINSTEIN WARNED US**  
 "Lose the bee and in 4 years, lose mankind. No bee, no pollination, no harvest." (And the bee is disappearing.)





**A FRAGILE SPECK**  
 Our massive, 27,000 mile-around planet is insignificant in the boundless heavens. We're betting we can keep it healthy.




Stony Brook Southampton is a brand-new college, smart, small, and utterly revolutionary. That's why every professor we hire, every student we accept must share our obsession with Planet Earth and its fragile environment. We're galvanized by the hope of cures waiting to be found in 'small things'. So let's do it. Let's change the world together. Join your new home on the Atlantic shore. **You're in for a life-long ride.**


The Second Most Important Decision You'll Ever Make.



And this brand-new college on the Atlantic Ocean can help. We're Stony Brook Southampton and we change all the rules. And since we're worried about Planet Earth, we're looking for young people who share our doubts and dreams.

So we erased the line separating student and faculty. Instead, you'll be partners in inventing the Environmental Studies, diagnosing the land's troubled harvest,  and the ocean's declining health, and seeking local (and world-wide) cures. Oddly, while working as a team, you'll start thinking for yourself. A priceless habit. 

But we never forget why the world's  worth saving. Well, neither will you. Without even trying, you're  caught up in the sheer joy of literature at our  Writer's Conference, the thrill of timeless music, the wonder of certain paintings. And it sticks. Pleasure for the rest of your life.

And as if that's not enough, we try to  make this the "greenest" campus possible.



VISIT STONYBROOK UNIVERSITY AT [WWW.STONYBROOK.EDU](http://WWW.STONYBROOK.EDU)  
 Stony Brook University/STONY is an affirmative action, equal opportunity educator and employer.

STONY BROOK  
 SOUTHAMPTON

*New York Times Magazine advertising*

# How to Save the Bees. (And us.)



To change your life, our world, and even the planet:  
Enroll in Stony Brook Southampton. Visit [stonybrook.edu/southampton](http://stonybrook.edu/southampton).

STONY BROOK  
SOUTHAMPTON

Large scale advertising

MUSIC AT SOUTHAMPTON  
SEASON TWO, SUSTAINABLE TREASURES

July 10 Joint Concert with PianoFest: Brahms, Liebeslieder  
July 17 Jazz with Joel Frahm July 24 Sylvia McHair (Crossover Cabaret)  
July 31 Jill Groves, mezzo-soprano

August 7 Patrick Caffizzi, bass-baritone August 14 Christine Brewer, soprano  
August 21 Jazz with Christopher Higgins (bass), Frank LoCascio (piano), Greg Ritchie (drums), Rebecca Martin (vocalist)  
August 28 Liz McCartney, Broadway Cabaret

THURSDAYS AT 8 PM, AVRAM THEATER

STONY BROOK  
SOUTHAMPTON  
State University of New York

\$35 for single performance tickets \$25 for Stony Brook University & Southampton College Alumni, \$10 for students \$20 for subscription tickets for the four performance series, \$50 for Alumni. Order tickets online at [www.stonybrook.edu/prestudies](http://www.stonybrook.edu/prestudies) or by calling (631) 632-8900.

FOUR DATES YOUR EARS WILL TREASURE  
SUSTAINABLE PLEASURES  
MUSIC AT SOUTHAMPTON

Saturday, July 14 Anthony Dean Griffey, Tenor

Saturday, August 4 Kristine Jepson, Mezzo-soprano

Wednesday, August 15 Liz McCartney, Broadway Cabaret

Wednesday, August 29 Christine Goerke and Friends

7:30 PM Avram Theater

Tickets—Single performance: \$35 \$25 for Stony Brook University and Southampton College alumni \$10 for students.  
Tickets—Four performance series: \$120 \$80 for Stony Brook University and Southampton College alumni.  
Order tickets online at [www.stonybrook.edu/prestudies](http://www.stonybrook.edu/prestudies) or by calling (631) 632-8900.  
This event is presented in partnership with the Southampton College Center for the Arts and the Southampton College Center for the Environment.  
Photo credit: [www.shutterstock.com](http://www.shutterstock.com)

STONY BROOK  
SOUTHAMPTON  
State University of New York

Posters for music events



# The Brooklyn Brewery

*Identity, communication, advertising, and packaging*



*Logo*



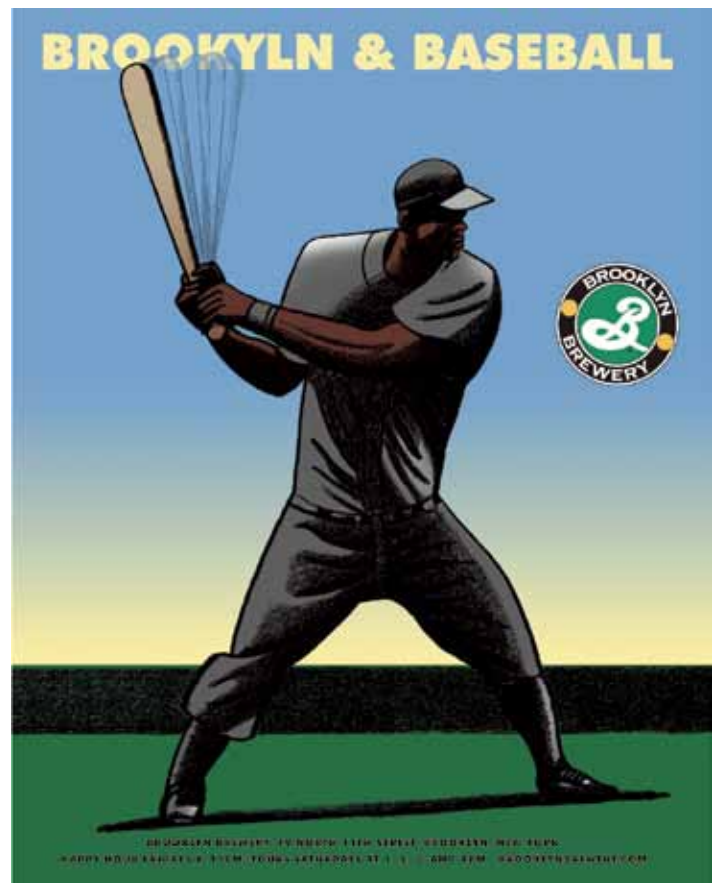
*Different Identities*



*Truck*

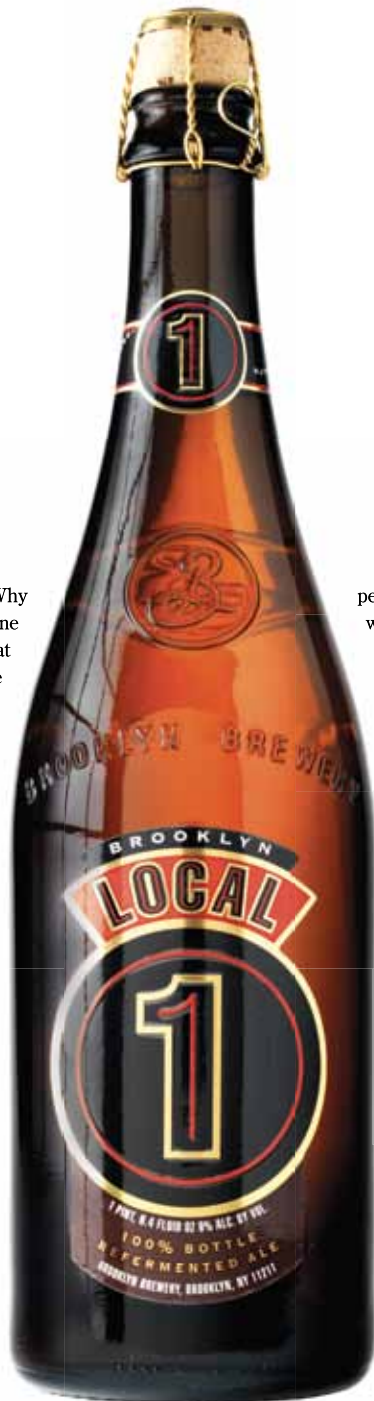


*Subway Ad campaign*



*Poster*

# How this beer will change your mind about all beers ... forever.



We know what you're thinking. Why did they put the beer in a Champagne bottle? Well, the funny thing is that the reverse is actually true — the Champagne is in a beer bottle. For centuries, French and Belgian monks re-fermented beer in the bottle to give it complex flavors and naturally high carbonation. The wine folks later cottoned onto the idea and eventually called it Méthode Champenoise. Nice, but let us tell you about the Méthode Brooklynaise.

We brew Brooklyn Local 1 from Catskill water, German barley malt, Austrian hops and first-pressing raw sugar from Mauritius. We ferment it with a Belgian yeast strain and age it for several weeks. Now begins the Méthode Brooklynaise. The original yeast is filtered out and a new yeast is added, along with a dose of sugar. The flat beer is then bottled, corked, and carried across the street to our Re-Fermentation Rooms. Here, at a constant tem-

perature of 77°, our new yeast goes to work, consuming the sugar and creating natural carbonation and wonderful aromas and flavors. After weeks of re-fermentation, the beer goes into cold ageing for a further few weeks. Only then is it ready to be labeled and sent to your table. What's in the bottle?

A pop of the cork, a golden color, a fluffy white head, and a rush of pinpoint bubbles. Aromas of spices, oranges, apricots, earth and rum, all created by our special yeasts. A soft insistent effervescence on the palate. A quick burst of refreshing bitterness followed by sweet bready malts. A delicate interplay of flavors leading into a dry finish. A beer that is better with cheese than any wine. A beer which is a perfect accompaniment for seafood. Real beer made by an ancient method and a judicious hand. A beer that will change your view of all beers..... forever.



BROOKLYN BREWERY, 79 NORTH 11TH STREET, BROOKLYN, NEW YORK

HAPPY HOUR FRIDAYS 6-11 PM; TOURS SATURDAYS AND SUNDAYS AT 1, 2, 3, AND 4PM BROOKLYNBREWERY.COM



Packaging



Tap handle

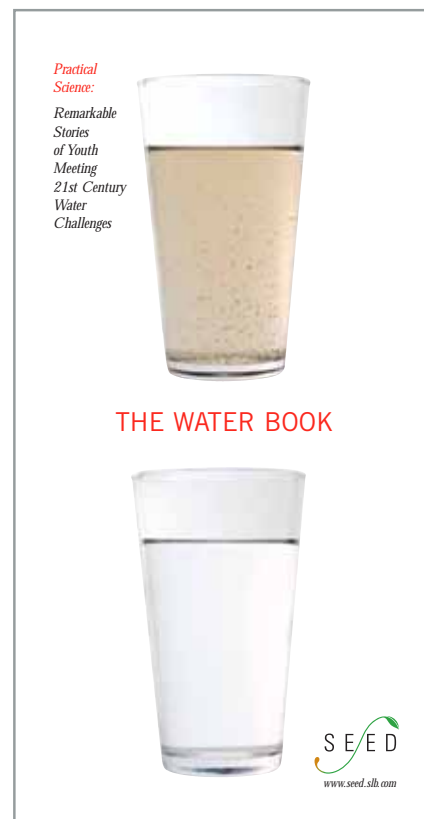
Seed: Schlumberger Excellence in Educational Development  
*Identity, communication, web consultation, books, and animation*



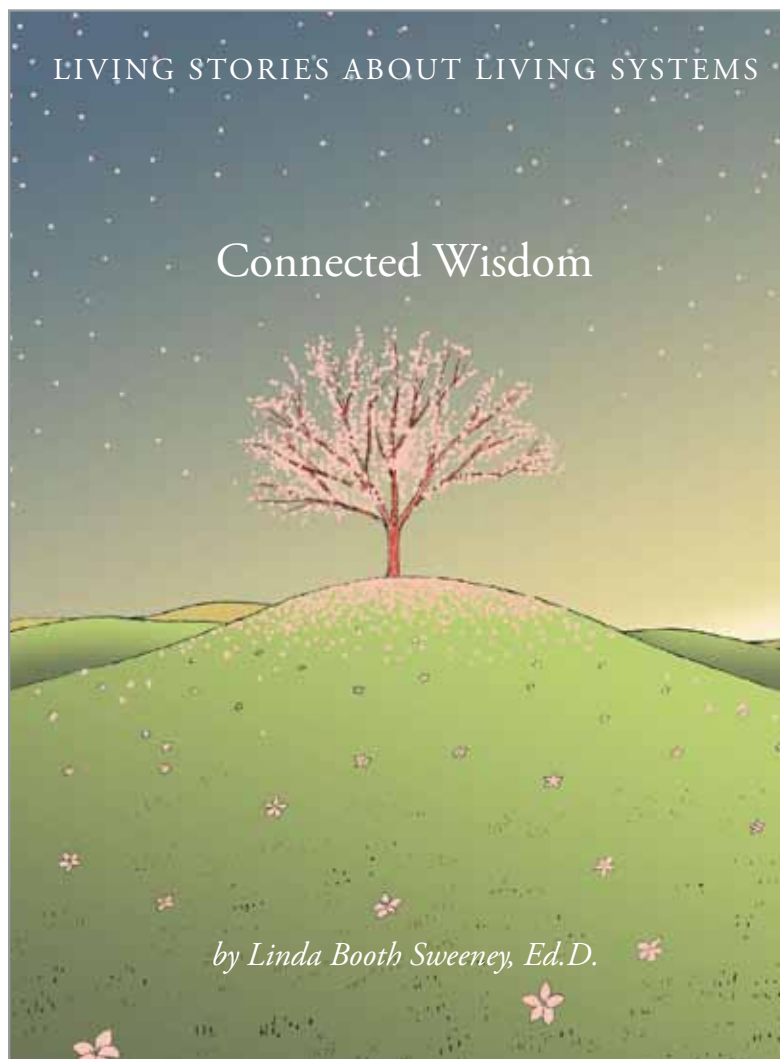
*Identity*



*Icons*



*Brochure*



*Children's science book*



Limited edition giclee print



Animation



Web consultation

# The Rubin Museum of Tibetan Art

*Identity, communication, signage, windows, sculptural elements, and advertising*



*Identity*



*Exterior flags*



*Metamorphic window*



*A 17-foot copper-gilt illuminated wall based upon Tibetan cloud imagery*



*Facade*



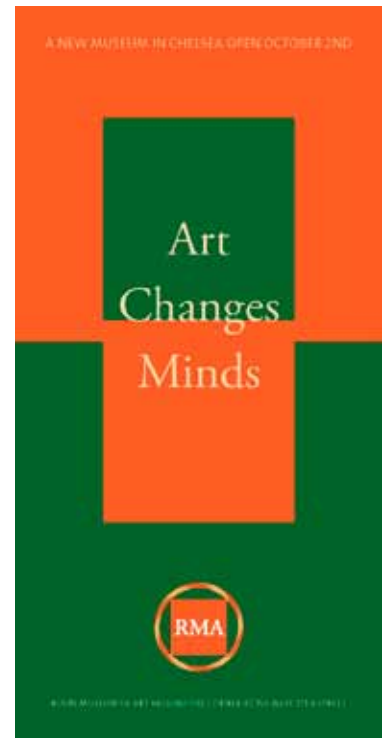
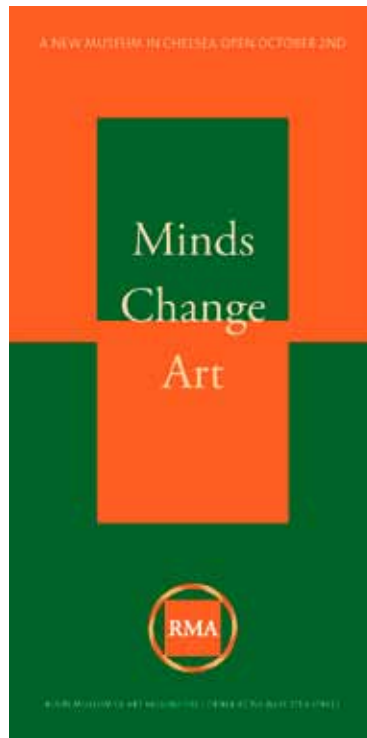
*Cloud wall detail*



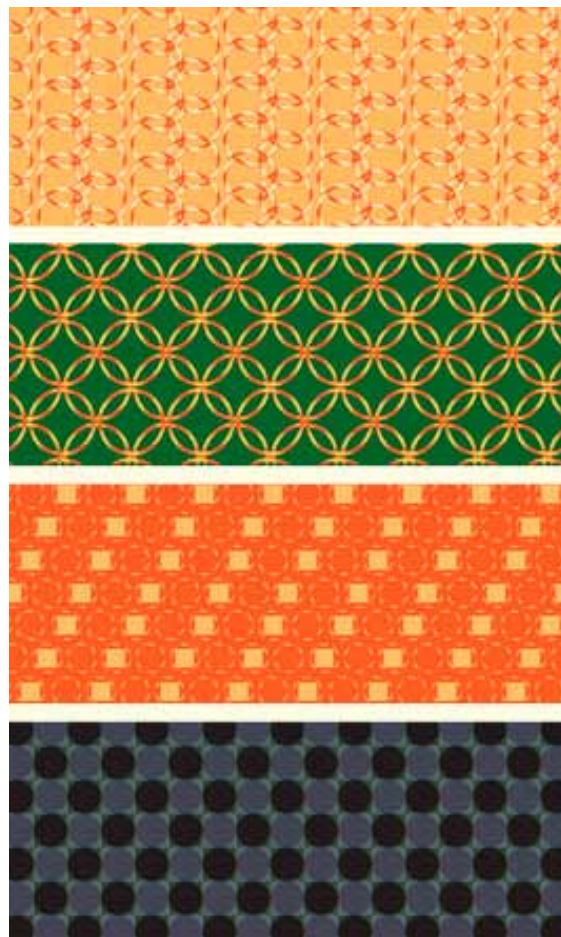
*Close up of the deconstructed logo showing the three planes.*



*Silkscreen print series commissioned by the RMA*



*Outdoor advertising campaign*



*Patterns for printed materials*



*Brochure*



*Landing graphics for each floor*



*Stantions*



*Copper leafed laser cut signage*



*Detail*



# The Minneapolis Institute of Arts

*Identity, communication, graphic guidelines and advertising templates*



*Original logo*



*Remove horizontals*



*Add back horizontals*



*Add color*



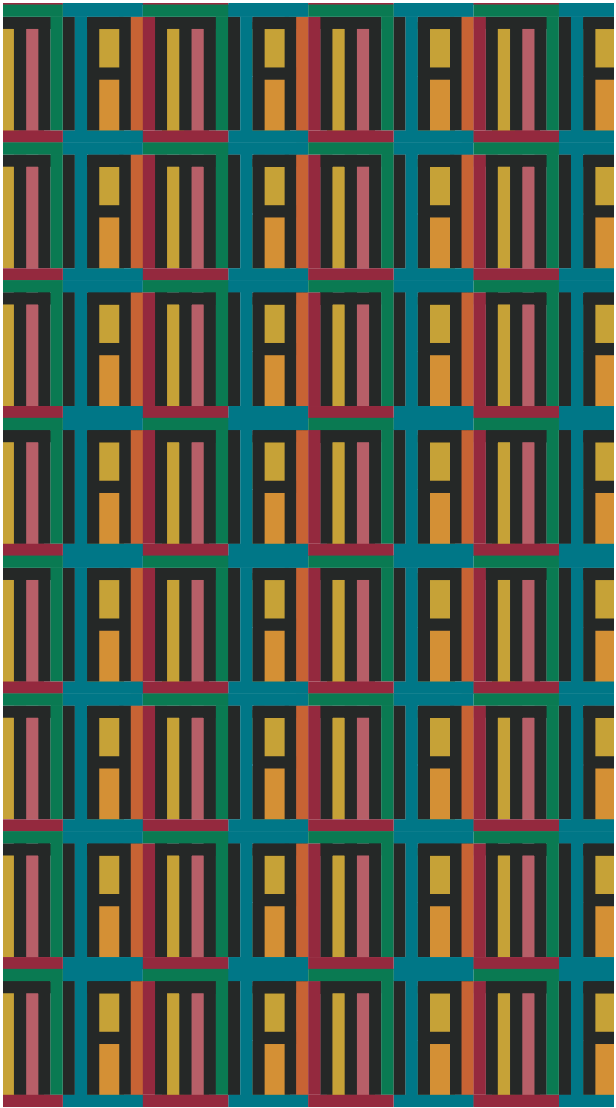
*New Identity*



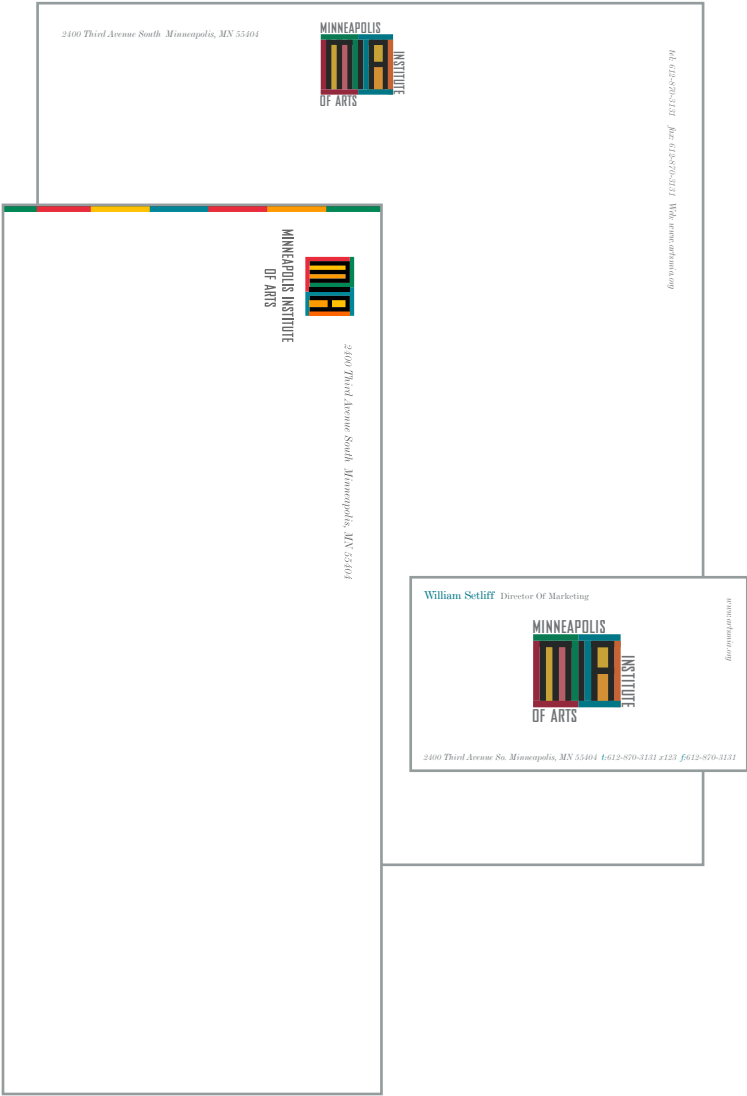
*Kiosk advertising proposal*



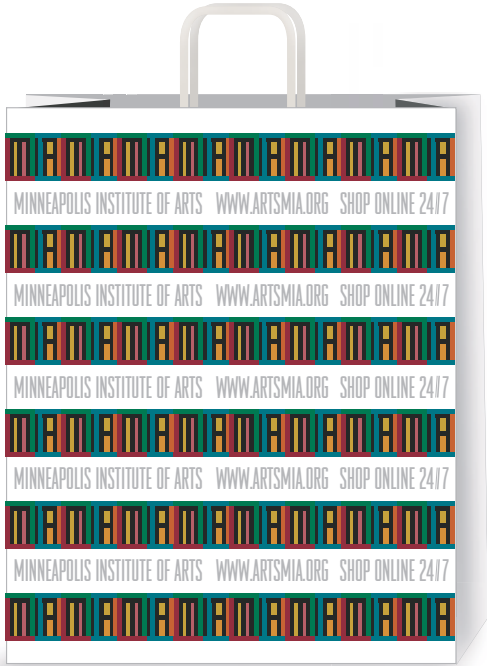
*Identity applied to the facade*



Identity Pattern



Stationery system

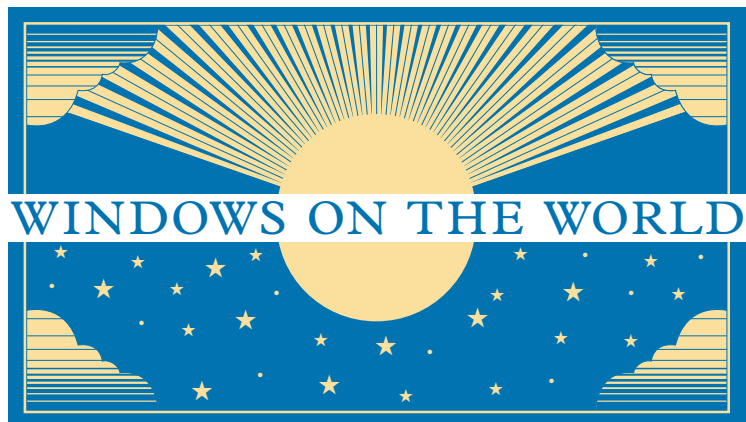


Shopping bag variations



# Windows on the World

*Identity, communication, signage, menus, dishes, and sculptural interior elements*



*Identity*



*Menus*



*Dishes*



*Branded wine*



*Glass beaded wall*

# The Rainbow Room

*Identity, communication, signage, menus, dishes, and sculptural interior elements*

# RAINBOW!

*Identity*



*Oversized umbrella*



*Menus*



*LED Rainbow wall*



*Rainbow Room entry lighting fixture*



*Dan Daily glass wall*



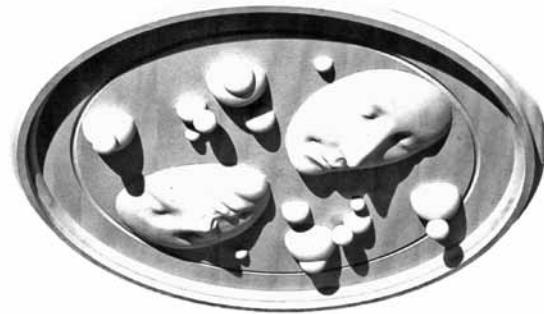
*Dale Chihuly's glass installation*

# The Aurora Restaurant

*Identity, communication, signage, menus, dishes, lighting, interiors and sculptural interior elements*



*Identity*



*Plaster cast ceiling sculpture*



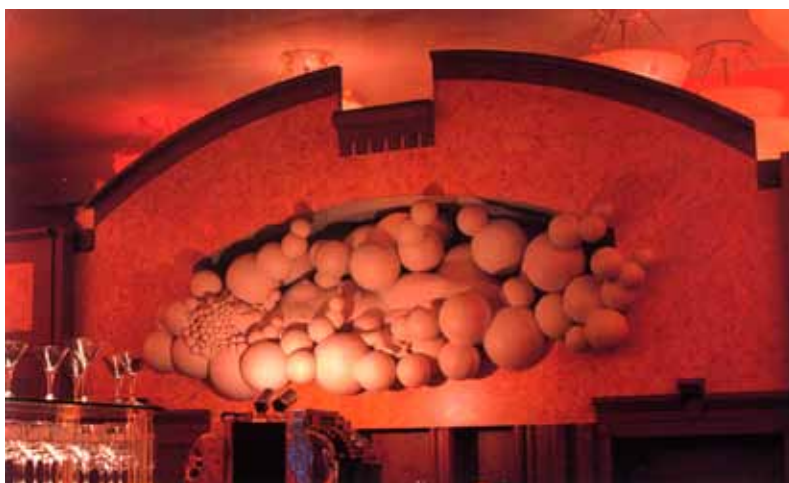
*Interior graphics, rug, tile and lamps*



*Original lamp study*



*Three-tiered colored light system*



*Commissioned sculpture of Aurora by Jordan Steckel*

# Trattoria dell'Arte

*Identity, communication, signage, menus, interior design and sculptural interior elements*



*Identity*



*Entry with nose sculpture*



*The green room with giant lips*



*The Italian sushi bar*



*Art studio interior with faux skylight*

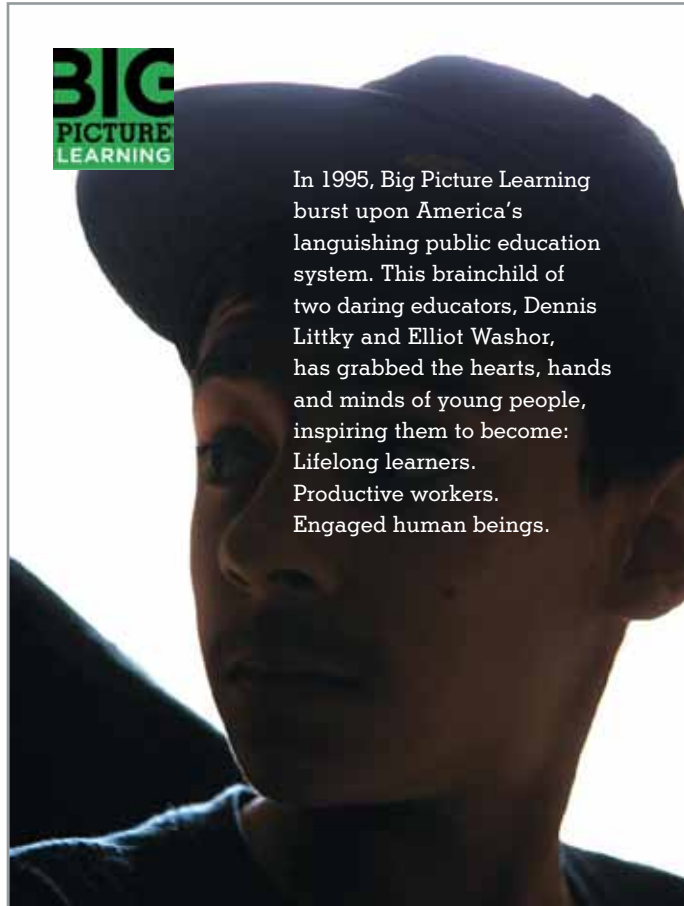


# Big Picture Learning

*Identity, communication, web consultation*

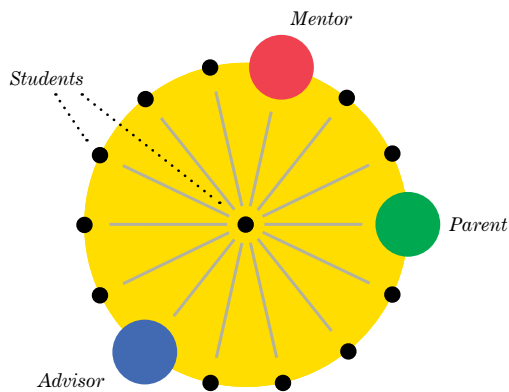


*Identity*



*Brochure*

## The Big Picture Learning Method



## Here's why it works:

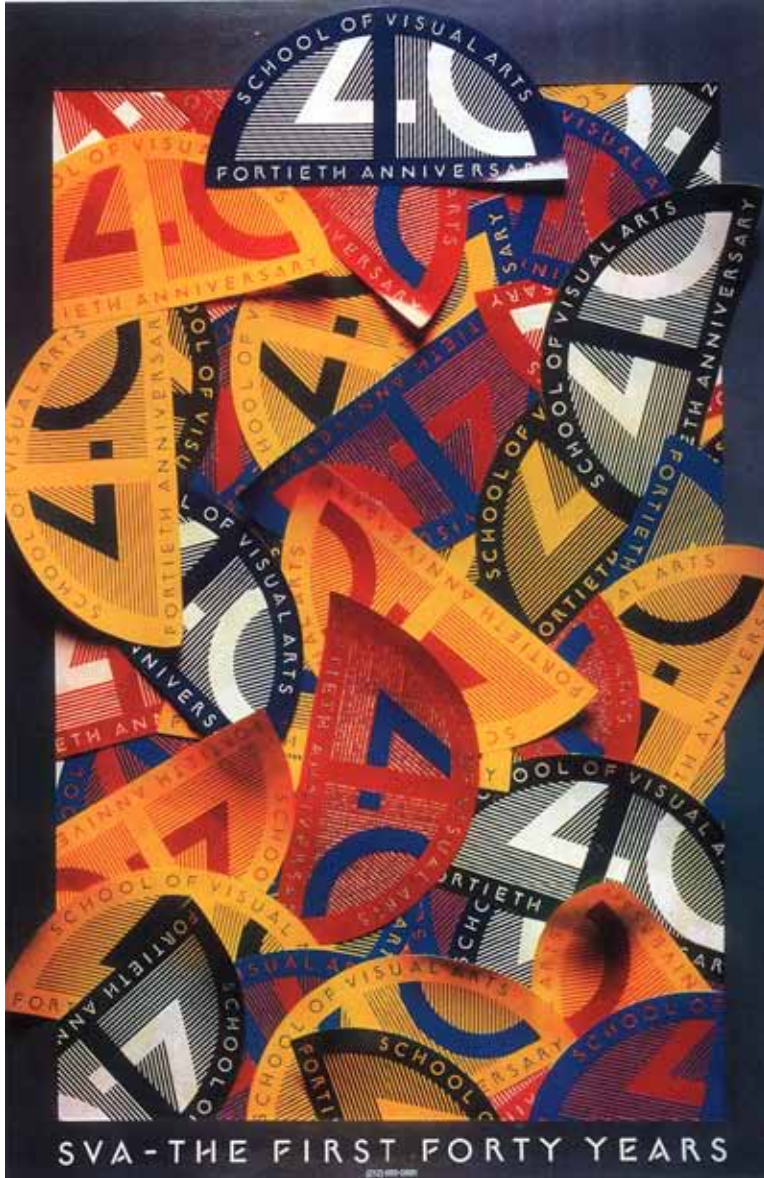
- 1) **The Advisor** works with the 15 member class to find what interests and motivates each student.
- 2) **The Mentor**, a lawyer, engineer, merchant, etc., guides each student's internship.
- 3) **The Parent** is actively enrolled as a resource to the Big Picture Learning community.
- 4) **The Student** (and his fellow students) interact to reinforce each other's passion for real work in the real world. The result is a self-teaching community of learners where no one feels left-out, and each helps motivate the other.

*Visual explanation of Big Picture Learning*



# School of Visual Arts

*Communication, posters, and advertising*



*SVA's 40 Anniversary identity and poster*



*1965 poster*



*2000 poster*



*SVA sponsored campaigns encouraging aid in Africa, Darfur, and Iraq, benefitting the International Rescue Committee*

# The Secret of Art



S V A



School of VISUAL ARTS®

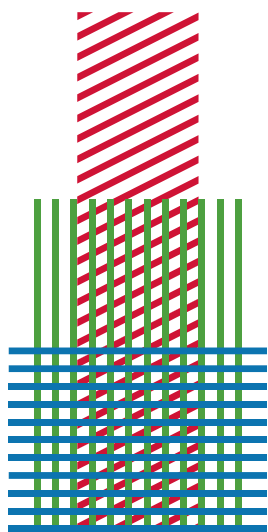
212.592.2050 WWW.SVA.EDU

CREATIVE DIRECTOR: SILAS H. RHODES DESIGNER: MILTON GLASER PHOTOGRAPHER: MATTHEW KLEIN © 2007, VISUAL ARTS PRESS, LTD.

*2008 Subway Campaign*

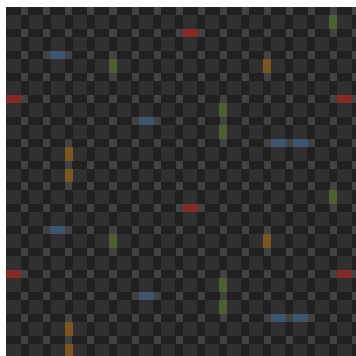
# The Visual Arts Theater

*Identity, communication, interior and exterior elements, kinetic sculpture and signage*



**VISUAL  
ARTS  
THEATER**

*Identity*



*Rug*



*Above the marquee sits a kinetic sculpture which rotates on the hour. It is based on Tatlin's Homage to the Third International*



*Exterior mural which changes twice a year*



*Decorative interior ceiling panels and curved fiberglass wall*



*Steel paneled wall*

