

NEW YORK SCHOOL

1950s-1970s

The first wave of modern design in America was imported by talent immigrants from Europe seeking to escape the political climate of totalitarianism. These individuals brought Americans a firsthand introduction to the European avant-garde. Despite the European underpinnings, unique aspects of American culture and society dictated an original approach to modern design, known as the New York School.

Emphasis was placed on the expression of ideas and an open, direct presentation of information. In this highly competitive society, novelty of technique and originality of concept were much prized and designers sought simultaneously to solve communications problems and satisfy a need for personal expression. This phase of American graphic design gained international prominence for its original viewpoints in the 1930s, and continued until the 1970s.

Perhaps more than any other design, Paul Rand realized this American approach to modern design. Of all designers of the mid 20th century, Paul Rand epitomized the definition of good design, and he believed that the world could be improved by design. The sensibilities of the New York School were carried to the next coast by Paul Bass who expanded the boundaries of graphic design by devising a new approach to the packaging and marketing of films.

DOYLE DANE BERNBACH (DDB)
1911-1982
Total Inc. (1960s)

IVAN CHEMAYEFF
1932
Windsor Churchill
The Wilderness Years

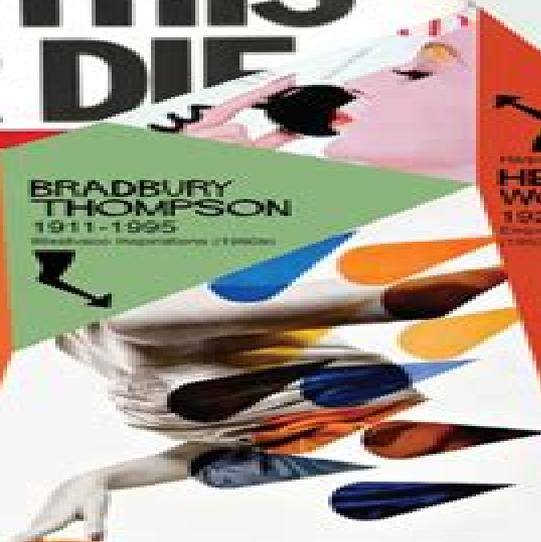
SAUL BASS
1920-1996
The Top of Us poster (1967)



PAUL RAND
1914-1996
Windsor Churchill (1960s)

BRADBURY THOMPSON
1911-1995
Windsor Churchill (1960s)

HENRY WOLF
1925-2005
Windsor Churchill (1960s)



The New Graphic Design School

R Barnett



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