

Five phrases to live by: *Massimo Vignelli*

Vignelli-isms Poster series.
In recognition of his outstanding contribution to the world of graphic design.

On the evening of Tuesday, March 8, The Architectural League gave its President's Medal to Lella and Massimo Vignelli.

In 1971, Massimo founded Vignelli Associates with his wife, Lella. He and his wife continue to work from their New York office.

Vignelli was involved with filmmaker Gary Hustwit in the documentary Helvetica, about the typeface of the same name. Vignelli also recently updated his 1972 New York City subway map.

The life of a designer is a life of fight against the ugliness.

Fight against the ugliness.



Vignelli works firmly within the Modernist tradition, and focuses on simplicity through the use of basic geometric forms in all of his work.



Massimo Vignelli
Born 1931 in Milan, Italy,
Vignelli Associates,
co founded with wife Lella.