



Tibor Kalman was a graphics design genius born in Budapest in 1949 and later migrated to the United States in 1956<sup>[1]</sup>. He spent a year at New York University, studying **ABOUT** art and design, where he joined Students for a Democratic Society and also travelled to Cuba to pick cotton with the Venceremos Brigade, which took middle-class Americans to help support the Communists<sup>[2]</sup>.

# TIBOR KALMAN

THE BAD BOY  
OF GRAPHIC  
DESIGN

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by  
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As a visionary graphics designer, his innovative ideas about art and their importance in relation to the society helped form the way an entire generation of designers perceived the world and approached art.

He founded a revolutionary design firm called M&Co. (named after his wife Maira) which became a social prod to his clients across the nation<sup>[5]</sup>. Apart from this, he also found M&Co. Labs, which designed and manufactured clocks and watches with quirky faces and rearranged numeral pins that helped set the wheels running for such designer fashion accessories. Considering the vastness of his thought and insight, he soon realized that Graphics design was too bound-ed a platform to express all his ideas and he moved to creative directions for magazines. He was the former editor in chief of the Colors magazine and worked as the art director in a variety of music and television productions<sup>[4]</sup>.

He was titled as the “bad boy of graphics design”<sup>[1]</sup> as he was a revolutionary designer and a harsh critic of the traditional/ formulaic or as some would refer to it, professional design approaches. He preached greater responsibility in design and wanted designers to keep more sight towards the influence their designs could and would have towards the general society and the upcoming

