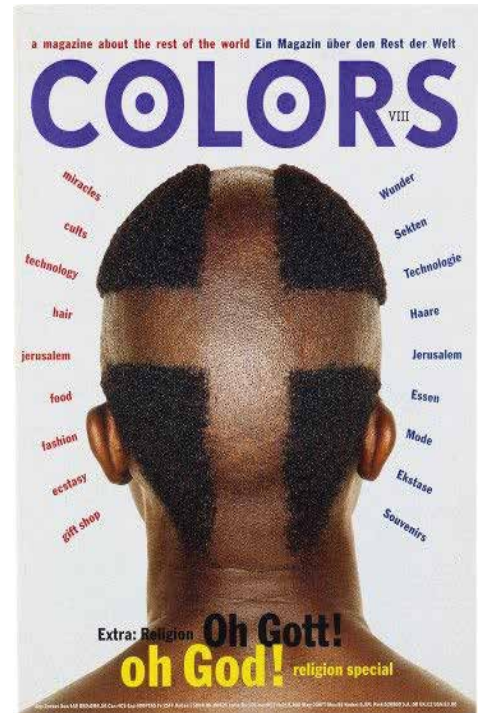
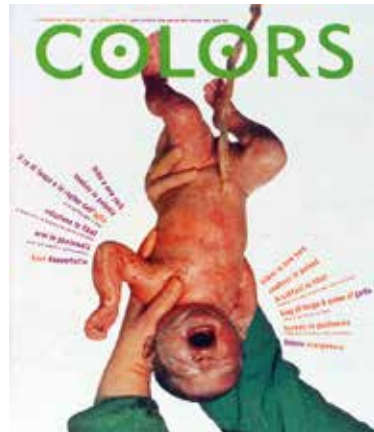
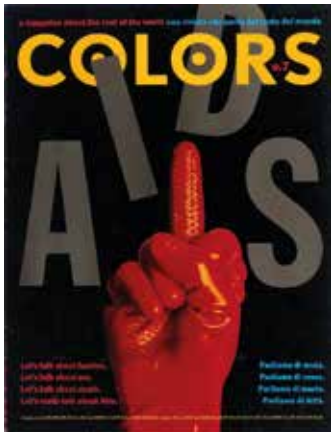


generations. Mr. Kalman liked to describe himself not as a designer but as a social activist who liked to promote causes like racial/ economic equality and environmentalism. He also publicly opposed use of and production of items that were considered harmful to the workers that manufactured them.



Tibor Kalman is **FAMOUS FOR** his radical and provocative work for the magazines Interview and Colors magazine which was a famous publication intended for young adults and often covered controversial topics in each issue. During his early days as the editor-in-chief, his work on the first 13 covers for the magazine garnered him substantial attention as a designer for his wildly different, yet thought-provoking works.^[2]



Kalman famously believed that an award-winning design wasn't possible while following rules and complying with norms of the industry yet advocated working with ethical clients only. He also often called out other designers when he didn't agree to their approaches. He defined good design as a benefit to everyday life and should be used to increase public awareness of social issues. Kalman adopted a vernacular style as a way to protest corporate International Style which was the primary design style of the time^[5].

Through his work with the Colors magazine, he was famous for communicating the controversial and radical perspective of the ideas through bold graphic design, typography, and juxtaposition of photographs and doctored images,