



Michael Bierut

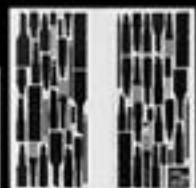


Table of Contents

4

Michael Bierut Short Biography

6

Highlights to the Hall of Fame

7

The Writings of Bierut

8

Redesigned Identities

11

Partner's words



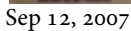


MICHAEL BIERUT is a graphic designer, design critic and educator. Born in Cleveland, Ohio in 1957, Michael Bierut grew up with a love for fine art, music and drawing, which led him to decide on becoming a graphic designer while he was in high school.

Bierut graduated from the University of Cincinnati's College of Design, Architecture, Art and Planning in 1980. He moved to New York to work at Vignelli Associates for ten years and became Vice President of Design. His second and last job was at Pentagram, where he got to work with clients such as Walt Disney Company, Motorola, United Airlines, the Rock and Roll Hall of Fame and the New York Jets. Bierut is the co-founder of the popular graphics design blog Design Observer. He is the director of the Architectural League of New York. He is senior critic in graphic design at the Yale School of Art.

Bierut is responsible for leading a team of graphic designers who create identity design, environmental graphic design and editorial design solutions. He lends a voice to complex, intellectual entities that need emotional authenticity: Yale and Princeton Universities, Brooklyn Academy

Yale University Art Gallery



Sep 12, 2007

BECOMING FAMOUS

Michael Bierut became famous by landing his first job at one of the most important design firms in the world, working for Massimo and Lella Vignelli in New York City.


He strives to not only make things that people are able to read, he makes people want to read them. He stood on stage singing before almost 3,000 designers. Making things digestible is where he excels. High respect is given for his quality and kind of work. He is accessible, humane, funny when it's appropriate, and witty almost all of the time making him a great communicator. His works include books, large signage programs, identities.

Takes pleasure in seeing the things he designed out in the world, coming into contact with people who have no idea there was a design process at work behind the scenes, and improving their lives in even the smallest of ways. He is an impeccably-mannered person seen on target, bold, smart.

Pentagram

**LOOKING
CLOSER**

CRITICAL WRITINGS
ON GRAPHIC DESIGN



EDITED BY
Michael Brown, William Gossard,
Steven Heller and John Holm

INTRODUCTION BY
Steven Heller



Vignelli

Michael Bierut

BEFORE

The old Billboard logo features the word "Billboard" in a tall, condensed, black sans-serif typeface. The four dots of the "oo" are replaced by solid colored circles: red, yellow, blue, and green from left to right.

AFTER

The new Billboard logo features the word "billboard" in a bold, lowercase, black sans-serif typeface. The four dots of the "oo" are replaced by solid colored circles: green, red, yellow, blue, and orange from left to right.

Pentagram's partner Michael Bierut has redesigned music industry magazine Billboard, creating a new identity and editorial format for the magazine 2013.



Michael Beirut of Pentagram re-designed the identity for the Museum of Arts and Design in NYC 2008.



Bierut developed a new brand strategy and packaging for Saks Fifth Avenue.

Paula Scher, Bierut's partner at Pentagram since 1991, says "Michael absorbs and retains everything and pulls it out at the appropriate moment and uses it to its maximal effect. Mention a movie and he quotes from it, maybe he enacts a little scene. Mention a book and he recites a passage and relates it to three other books that have the same spirit, that you haven't read, but you will now. Mention a designer or architect and he knows the most recent project they've completed and their first project, how they've changed, how they haven't, who influenced them, who they influence, and he sometimes will make a little sketch or diagram of their work. There isn't a day that goes by when I haven't asked Michael what he knows about anything and what he thinks about everything. If knowledge is power, then Michael Bierut is the

most powerful person in the entire design community."

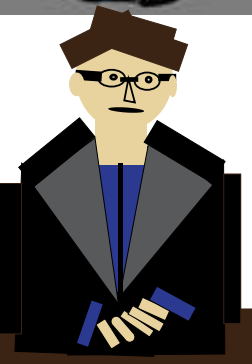
In an essay on *Design Observer*, Bierut explains that it took him half his career to realize design is really about the ability to make connections to other things. He cautions designers, young and old, to remember this above all else. "Not everything is design," he writes. "But design is about everything. So do yourself a favor: be ready for anything."

**If knowledge is
power, then Michael
Bierut is the most
powerful person in
the entire design
community.
-Paula Scher**

Posterized



Traced



Dynamic Comp



Remix 1

Remix 2

