



ABOUT THE AUTHOR:

Kristiana Engel is a Freshman at the University of Wisconsin Eau Claire. She has yet to decide what major she should pursue, but she is looking for something that could possibly combine her interest in the geriatric population with her creative side, and maybe even her enjoyment of the outdoors. She is taking her first graphic design class this semester to further explore her creative interests. When not in Eau Claire, she lives with her parents, younger sibling, dog, and two cats in their hometown in southern Wisconsin. She enjoys spending time outdoors as well as time with family and friends.

“Creativity is essentially a lonely art. An even lonelier struggle. To some a blessing. To others a curse. It is in reality the ability to reach inside yourself and drag forth from your very soul an idea.”

-Lou Dorfsman



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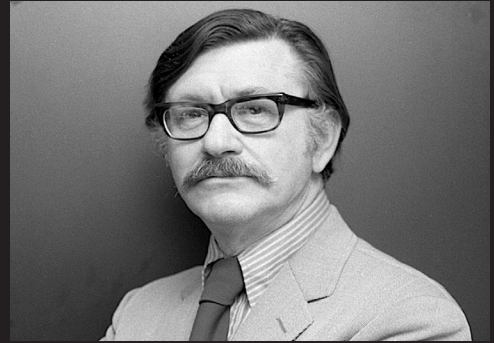
Lou Dorfsman

THE MAN BEHIND THE EYE

Lou Dorfsman

THE MAN BEHIND THE EYE

Kristiana Engel



This book discusses the life of designer Lou Dorfsman. Lou Dorfsman was born in Manhattan in 1918 and he lived until 2008. He went to college on a full ride scholarship and then served his country as a veteran. After that he worked at CBS for 41 years where he held multiple positions within the company. Towards the end of his career, he was CBS's Senior Vice President and Creative Director. He designed many items for CBS ranging from small to large. One of his more well-known works might be considered the Gastro-typographical assemblage which he created for the CBS cafeteria. Throughout Lou Dorfsman's life he was awarded with multiple awards two of which were doctorate degrees. Turn the page to find out more about the MAN BEHIND THE EYE!

Unknown. "Lou Dorfsman CBS Eye (Page 1)." LINE.17QQ.COM, line.17qq.com/articles/ipiphjpz.html.

Please see slide show sources for references.