



Bad Boy Of Graphic Design

Tibor Kalman is a graphic designer whose avant-garde concepts altered the perspective of an era of designers.

He was the creator of the groundbreaking New York design firm M&Co. Along with the director of music videos, art director, and former chief editor of Colors Magazine.

He had a reputation as the bad boy of graphic design and was a fierce critic of "professional design." His works aimed to encourage other designers to assume more accountability for how their work impacted the surrounding culture.

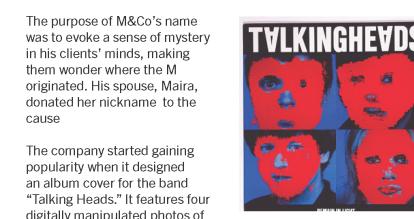
He would identify himself as more of a social activist than a designer if you were to ask. He aimed to use his career to further causes such as economic equality and environmental conservation.

He did not hold back in sharing his opinions with his clients if he believed the product would harm the workers who manufactured it or the environment in which the consumer lived.

Following a decade at M&Co, Kalman decided to re-imagine the business as a philosophically forward-thinking enterprise producing illustrations, exhibits, books, magazines, and movie titles.

Additionally, he established M&Co Labs, which created and produced clocks and watches with oddball faces and rearranged numerals. These products contributed to a trend for these kinds of designer goods.

M&Colors



The purpose of M&Co's name was to evoke a sense of mystery in his clients' minds, making them wonder where the M originated. His spouse, Maira, donated her nickname to the cause.

Later on Kalman took a job at the Student Book Exchange where he designed an unconventional bookcase out of milk cartons. This design caused the company to gain a lot of business.

Leonard Riggio was fond of Kalman and kept him as part of the team when he purchased Barnes & Noble making him the creative supervisor.

For the next eight years he worked on bag design and visual merchandising but since he was a self taught designer he lacked the technical skills. He hired young students out of design school to help, something he continued throughout his career.

In 1979 Kalman decided he needed a change of scenery and got a job at E.J. Korvettes as the creative director. Much like his other endeavors he left after a year and decided to start M&Co in his Greenwich Village apartment. A year later he moved it to an office on West 57th street.

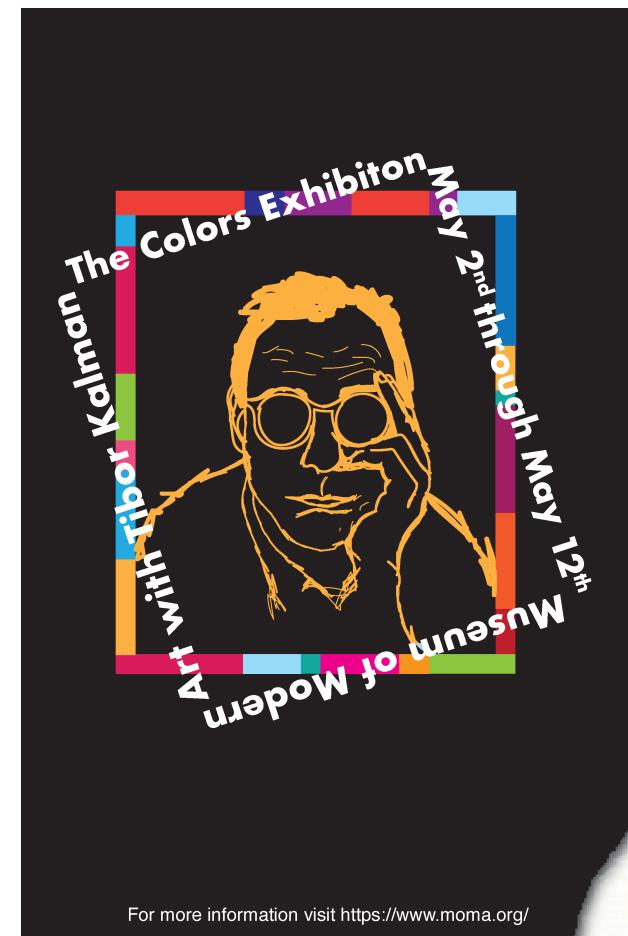
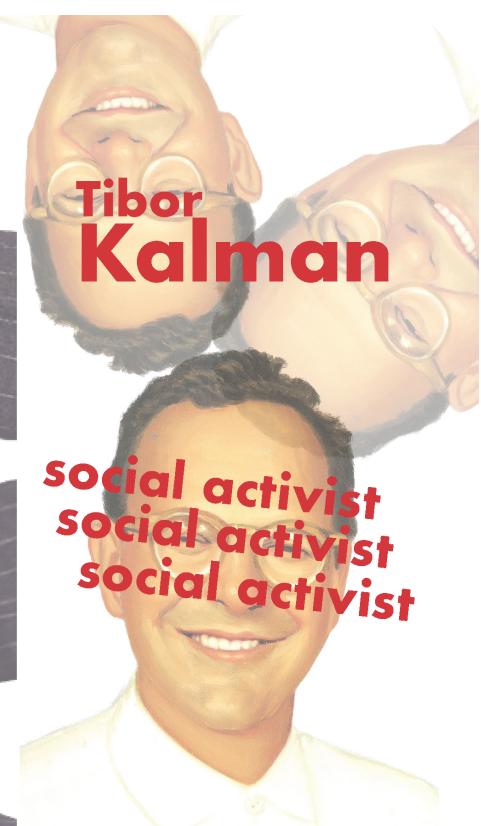
Cover art for Issue 1 of Colors Magazine



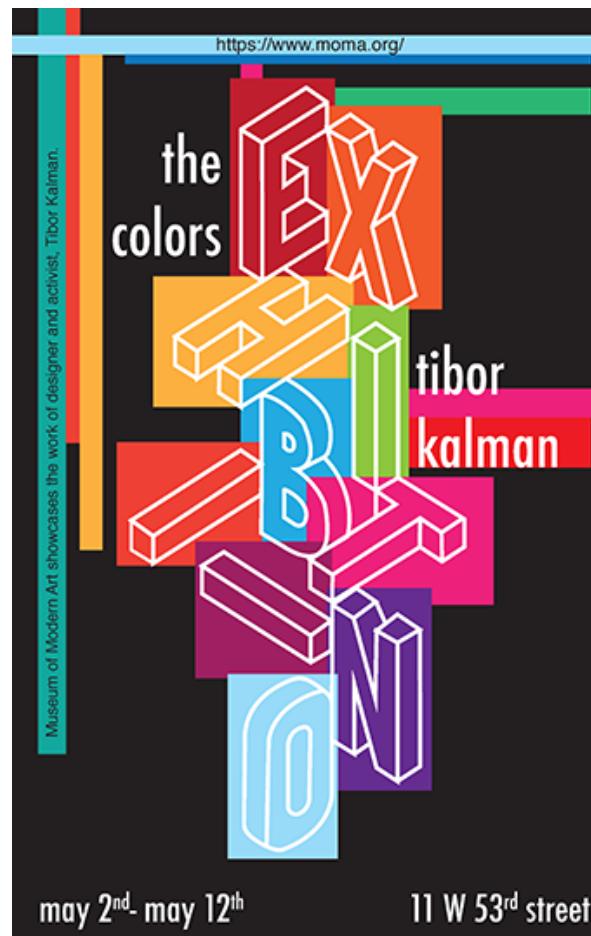
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company Benetton. This project forced him to discontinue M&Co temporarily and move his family to Rome.

"Pictures are so good at giving people information that they're not looking for."



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The Colors Exhibititon

Museum of Modern Art showcases the work of designer and activist, Tibor Kalman



Tibor Kalman

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TIBOR KALMAN '23

Tibor Kalman was a very important character to the graphic design industry in the 80s and 90s therefore its important to acknowledge his work today. I was tasked with creating a brochure for the exhibit as well as three posters to advertise the event happening in SoHo. I used a combination of his art style and the significant projects he had in his career to tell his story.