

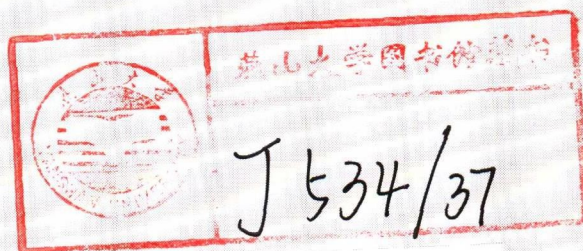
MAEL BIERUT

CHAE L BIERUT 国际平面设计师丛书——麦克·布雷特 江西美术出版社



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麦克·布雷特，纽约五角设计公司总裁。

他1957年生于俄亥俄州克里夫兰，在辛辛那提大学从事设计、建筑、艺术专业的学习，1980年毕业。他先在维格纳联合会工作了10年，然后加入五角公司担任纽约办事处的合伙人，直到担任平面设计的副总裁。

麦克的客户包括：美国时装设计委员会、Alfred A. Knopf公司、明尼苏达儿童博物馆、迪斯尼公司、莫霍克造纸厂、摩托罗拉公司、普林斯顿大学、耶鲁建筑学院、哈雷机车、布鲁克林音乐学院、国家建筑博物馆和国会图书馆。他的项目范围广阔，从摇滚名人堂的迷幻部分“我想要把你带得更高”展览的设计到下曼哈顿区的路标指示设计。最近的活动包括为革新的现代公园路列文屋地标设计的环境平面作品，为全美橄榄球联赛的纽约喷气机队设计新的品牌项目，为性博物馆设计新的标识，并带领一支工作组为美国联合航空公司进行平面印刷设计、室内设计、产品设计和制服设计。

布雷特曾赢得上百个奖项，他的作品被多家博物馆永久收藏，包括：纽约的现代艺术博物馆、大都会博物馆、库帕·赫维特国家设计博物馆、华盛顿的国会图书馆、德国汉堡的艺术与工艺博物馆和蒙特利尔的艺术与装饰博物馆。1988年至1990年，麦克·布雷特担任美国图形艺术学院（AIGA）纽约分院院长，并从1988年至2001年成为AIGA的全国会员。他目前还担任纽约建筑联合会的副主席。1989年，麦克成为国际平面设计联盟AGI会员。

麦克是耶鲁艺术学院平面设计专业的访问学者。他经常写作关于设计的文章并且是《形象识别》杂志的重要编辑。他还是《端详——关于平面设计的批评》的合作编辑，该文集的第四卷于2002年由奥沃斯出版社出版。1989年他合作编辑并设计了专论《提伯·卡尔曼：无当的乐观者》。1991年，他和他的合伙人保拉·斯克儿一起担任AIGA芝加哥国际会议主席。

Michael Bierut, President New York Pentagram Design. He was born in Cleveland, Ohio in 1957, and studied graphic design at the University of Cincinnati's College of Design, Architecture, Art and Planning, graduated in 1980. Prior to joining Pentagram in 1990 as a partner in the firm's New York office, he worked for ten years at Vignelli Associates, ultimately as vice president of graphic design. Michael's clients at Pentagram have included the Council of Fashion Designers of America, Alfred A. Knopf Inc., the Minnesota Children's Museum, Walt Disney Company, Mohawk Paper Mills, Motorola, Princeton University, Yale School of Architecture, Harley-Davidson, Brooklyn Academy of Music, the National Building Museum, and the Library of Congress. His projects have ranged from the design of "I Want to Take You Higher," an exhibition on the psychedelic era for the Rock and Roll Hall of Fame and Museum to the design of a new wayfinding signage system for the streets of Lower Manhattan. Recent activities include designing environmental graphics for the renovation of the modern Park Avenue landmark Lever House, creating a new branding program for the New York Jets NFL team, designing a graphic identity for the new Museum of Sex, and leading a team to redesign print graphics, interiors, product design and uniforms for United Airlines.

He has won hundreds of design awards and his works is represented in the permanent collections of the Museum of Modern Art, the Metropolitan Museum of Art, and the Cooper-Hewitt, National Design Museum, all in New York; the Library of Congress in Washington, D.C.; the Museum für Kunst und Gewerbe, Hamburg, Germany; and the Musée des Arts Decoratifs, Montreal. He has served as president of the New York Chapter of the American Institute of Graphic Arts (AIGA) from 1988 to 1990 and as the president of AIGA National from 1998 to 2001. He currently serves as a Vice President of the Architectural League of New York. In 1989, Michael was elected to the Alliance Graphique Internationale.

Michael is a Visiting Critic in Graphic Design at the Yale School of Art. He writes frequently about design and is a contributing editor to I.D. magazine. He is also co-editor of *Looking Closer: Critical Writings on Graphic Design*, the fourth volume of which was published by Allworth Press in 2002. In 1998 he co-edited and designed the monograph *Tibor Kalman: Perverse Optimist*. In 1991, he and his partner Paula Scher chaired the AIGA National Conference in Chicago.





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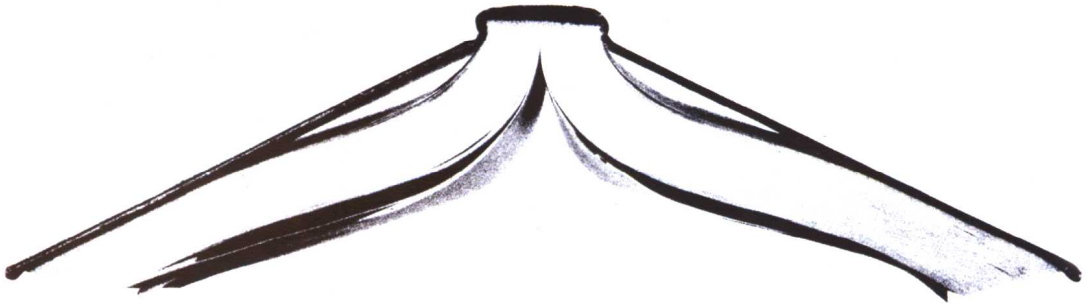


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LYE

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GRS

g, Saturday March 13, 1999. For tickets please call (212) 753 1722. Corporate Sponsor **Artemide**



P1 S3 剧院——美国梦, S3 剧院, 海报, 1998

P2 戈达德河边——图书博览会, 戈达德河边社区, 海报, 1993

P3 设计纽约——拯救我们的城市, 纽约设计委员会, 海报, 1991

P4-5 纽约建筑联盟——光年, 纽约建筑联盟, 海报, 1999

P6 (上) 美国平面艺术研究院案例研究 2, 美国平面艺术研究院, 海报, 1996

P6 (下) 美国平面艺术研究院巴尔的摩 —— 布雷特 —— 贝鲁特, 美国平面艺术研究院, 海报, 1989

P7 ACD ——什么是好的设计, 美国设计中心, 海报, 1992

P1 Theatre S3—American DreamTheatre S3, poster, 1998

P2 Goddard Riverside—Book Fair, Goddard Riverside Community Center, poster, 1993

P3 Designing NY—Save Our City, Designing New York Committee, poster, 1991

P4-5 Arch League—Light Years, Architectural League of New York, poster, 1999

P6(Top) AIGA Case Study 2, American Institute of Graphic Arts (AIGA) Atlanta Chapter, poster, 1996

P6(Bottom) AIGA Baltimore—Bierut—Beirut, American Institute of Graphic Arts (AIGA) Atlanta Chapter, poster, 1989

P7 ACD—What Is Good Design, American Center for Design, poster, 1992

AIGA Baltimore presents
Thursday, May 25, 1989
at 7:00 p.m.
The Maryland Institute,
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Mount Royal Station Auditorium
(Corner of Cathedral Street
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IS IT PROBLEM SOLVING?
OR IS ~~IS~~ IT THE COOLEST THING
YOU CAN MAKE THE CLIENT BUY??
IS IT TYPE REVERSED OUT
OF AN OVAL?
LITTLE BOOKS BOUND WITH TWIGS?
OLD ~~CLIP~~ ART CLIP BOXED
UP 800 PERCENT?
FRANKLIN GOTHIC IN A LOT
OF DIFFERENT SIZES ALL
JAMMED TOGETHER.
WHAT IF ONE LETTER IS A
DIFFERENT COLOR?
~~OR~~ MAYBE SOME EMIGRE
TYPE ABOVE A PICTURE
OF A CHAIR?
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~~QUOTE~~ QUOTE FROM FOUCAULT?
OR MAYBE GROUCHO MARX?
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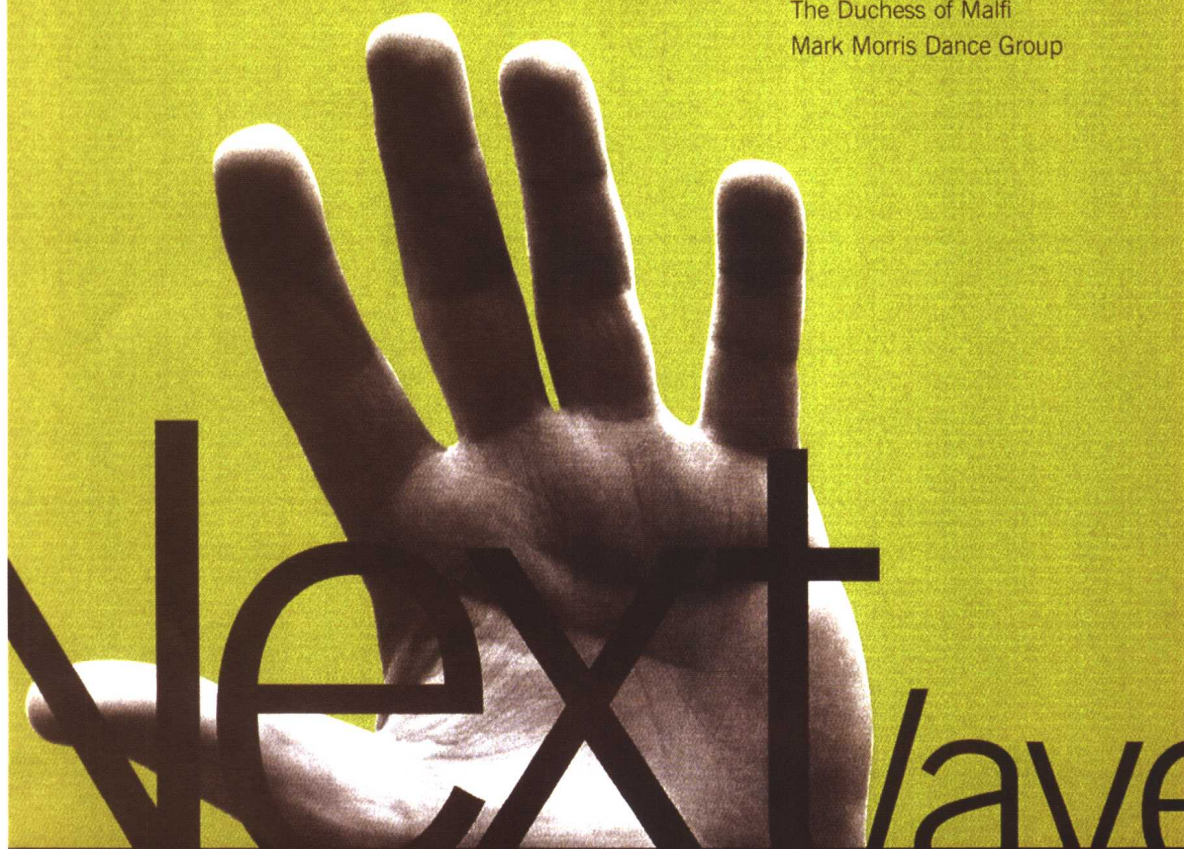
ENTRY DEADLINE: MAY 1, 1992

DESIGN: MICHAEL BIERUT / PONTAGUARD
LETTERING: ELIZABETH ANN KRAVITZ BIERUT / PONTAGUARD & ASSOCIATES

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The Duchess of Malfi
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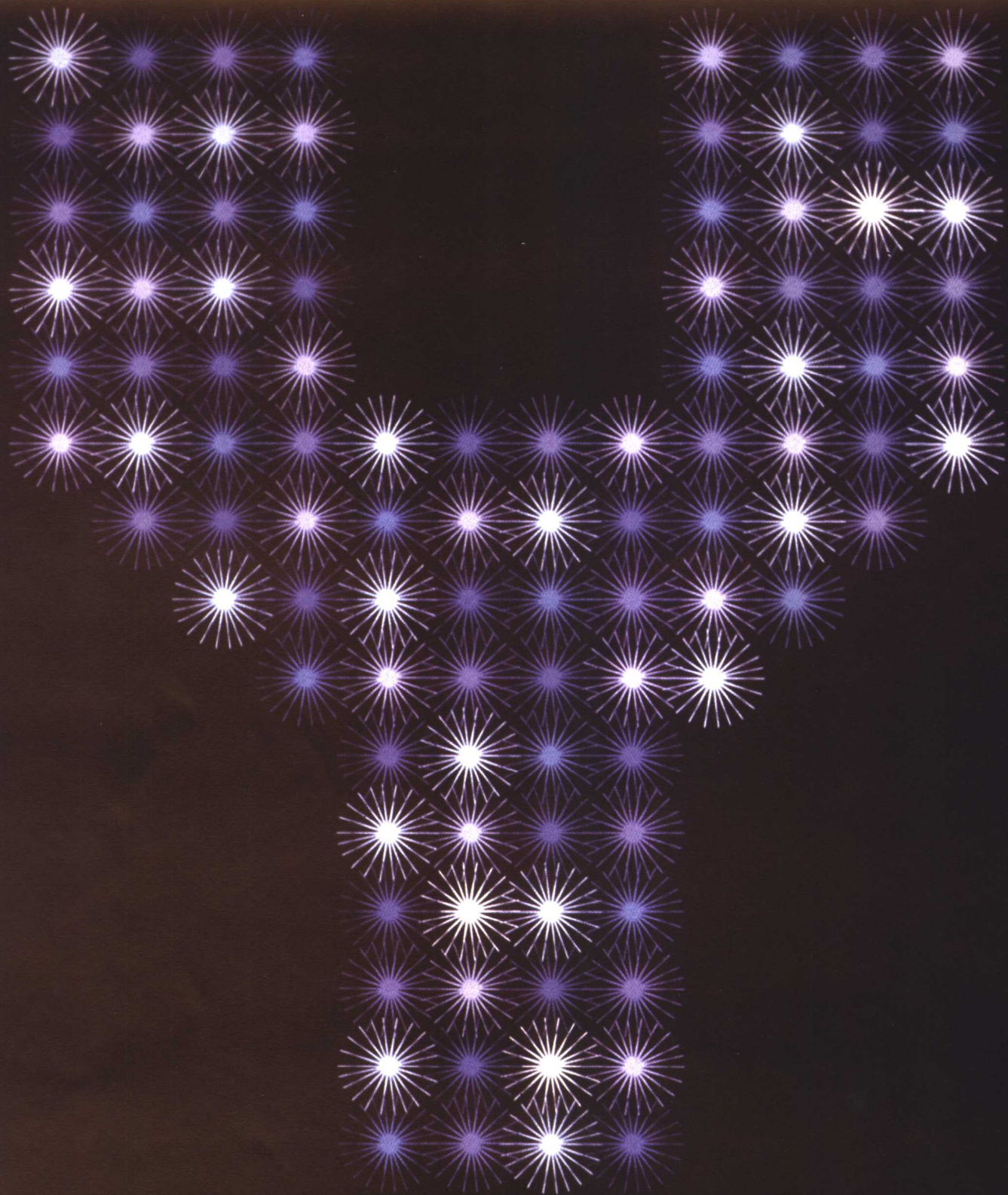


P8 布鲁克林音乐学院, BAM 下次浪潮, 布鲁克林音乐学院, 海报, 1995

P9 NYSCOA—Inner 闹市区, NYSCOA, 海报, 1990

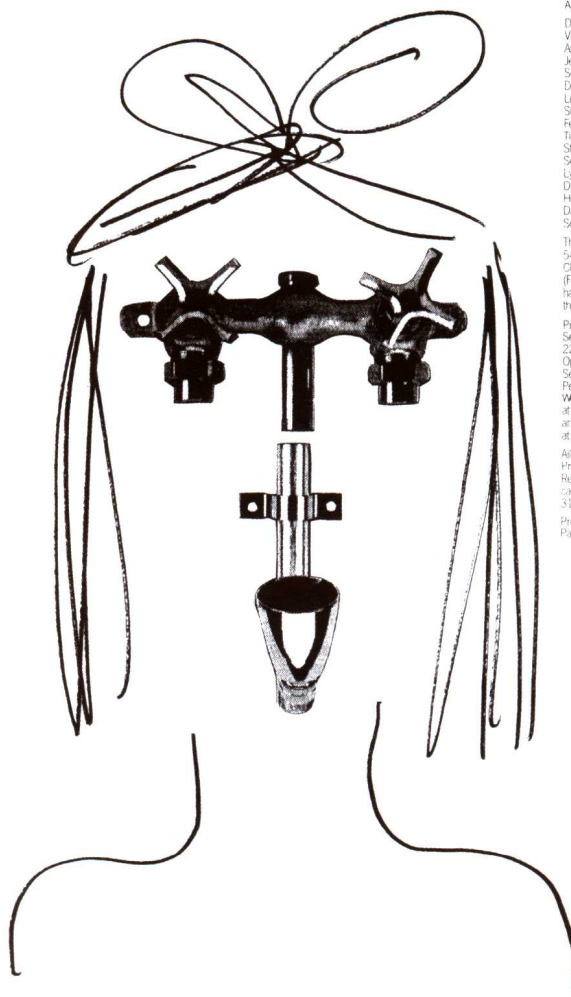
P8 Brooklyn Academy of Music, BAM Next Wave, Brooklyn Academy of Music (BAM), poster, 1995

P9 NYSCOA—Inner City Infill, New York State Council on the Arts, poster, 1990



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