

2019-K953

Assembly Resolution No. 953

BY: M. of A. Cahill

CELEBRATING the life and accomplishments of Milton Glaser, and commending him posthumously for his outstanding contributions to the field of design, advertising, aesthetics and civic engagement

WHEREAS, It is the custom of this Legislative Body to pay tribute to citizens of the State of New York whose work and civic endeavors served to enhance the quality of life in their communities and the great State of New York; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to commend Milton Glaser for his outstanding contributions to the field of design, advertising, aesthetics and civic engagement; and

WHEREAS, Milton Glaser was born on June 26, 1929, in the South Bronx of New York City to parents Eleanor Bergman, a homemaker, and Eugene Glaser, a tailor and dry-cleaner, both Jewish immigrants from Hungary; and

WHEREAS, Demonstrating at an early age an interest for artistry and motif, Milton Glaser graduated from the High School of Art & Music in Hamilton Heights in 1947, and attended college at the Cooper Union for the Advancement of Science and Art in the East Village of Manhattan from

which he graduated in 1951; and

WHEREAS, Milton Glaser furthered his educational pursuit of aesthetics and was granted a prestigious Fulbright Scholarship in 1952, allowing him to enroll in the Academy of Fine Arts located in Bologna, Italy; and

WHEREAS, Upon returning from his studies in Italy, Milton Glaser met Shirley Girton, who succeeded him at the design firm he worked at before going abroad; Shirley and Milton would marry in 1957 and collaborate on several children's books throughout the years including the short story What if Apples Have Teeth? which was published in 1960; and

WHEREAS, Milton Glaser joined his old classmates Seymour Chwast and Edward Sorel in 1954 and founded Push Pin Studios, a revolutionary art house that rejected the conventional design dogma of advertising agencies of the period; and

WHEREAS, Recognizing the wealth of talent and knowledge Milton Glaser possessed, The School of Visual Arts offered him a faculty position in 1961, where he would educate generations of designers for over 50 years; and

WHEREAS, Taken by the thriving artistic communities and compelling landscapes of Ulster County, Milton and Shirley Glaser settled in Woodstock, New York, in 1962, where he became an active participant in town life, gifting his talents to create posters for the Maverick Concerts, holding free lectures, donating several pieces to be auctioned

and, along with his wife, ultimately introducing lifelong friend Bob Dylan to the town where he lived during his formative years; and

WHEREAS, Milton Glaser shifted to the forefront of American album design for artists ranging from Frank Sinatra to Eric Clapton and Willie Nelson to John Cage and innumerable classical musical recordings, with his seminal publication of the album poster for Bob Dylan's Greatest Hits in 1966, which draws influence from the introspection of Marcel Duchamp's 1958 painting Self-Portrait in Profile and features a silhouette of Dylan with hair of fluid, rainbow colors, appealing to changing artistic and consumer tastes and the design of the debut album by The Band, Music from the Big Pink featuring original art by Milton Glaser; and

WHEREAS, Desiring creative and journalistic independence, Milton Glaser and Esquire editor Clay Felker founded New York in 1968, a magazine dedicated to New York City life and culture - of which Milton served as the Director and President from its founding to 1977, and also founded his own studio, Milton Glaser Incorporated in 1974; and

WHEREAS, As part of a campaign for the New York State Department of Commerce in 1977, Milton Glaser created the famous I Love New York design, which remains one of the most internationally recognizable advertising campaigns, the simple typeface and heart symbol logo enduring as a prominent representation of the State; and

WHEREAS, Following the 2001 attack on the World Trade Center, Milton Glaser created a modified version of I Love New York titled I Love New York More Than Ever, a variation on his classic design featuring a scorched but still living heart, made to exemplify the perseverance and unification of all New Yorkers; and

WHEREAS, The illustrations of Milton Glaser have been featured on several major literary and musical works as of the Twentieth Century, as well as various advertisement campaigns for numerous state agencies

promoting tourism; and

WHEREAS, The work of Milton Glaser has been featured in several prestigious art institutions, including the National Archive of the Smithsonian Institute, the Victoria and Albert Museum, the Centre Georges Pompidou, the Israel Museum and the Museum of Modern Art, which houses the original I Love New York concept sketch in a permanent collection; and

WHEREAS, In recognition of his multi-decade career and contribution to the field of design, the Cooper Hewitt, Smithsonian Design Museum awarded him the Lifetime Achievement Award in 2004, and in 2009, President Barack Obama granted Milton Glaser the National Medal of the Arts, making him the first in the field of graphic design to be celebrated with this achievement; and

WHEREAS, Milton and Shirley Glaser contributed for decades to the vibrancy of the "Woodstock Arts Movement" through their beneficence, community activism and by creating, without charge, designs and logos for numerous local public arts events; and

WHEREAS, His final piece, Together, made from varying shades and lines was designed to unify us in a time of intense division, isolation

and separation; it was the belief of Milton that graphic design did not solely exist to drive mass consumption but could be used to bring different groups of people together and to challenge the status quo; and

WHEREAS, On Friday, June 26, 2020, Milton Glaser passed away on his 91st birthday, a revolutionary in the field of aesthetics and design, his work and spirit leaving a mark on this world, touching and brightening the lives of millions of people; and

WHEREAS, It is the intent of this Legislative Body to publicly recognize those who have contributed extensively to the cultural and artistic achievements of this great Empire State and Nation; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to celebrate the life and accomplishments of Milton Glaser, a man who defined aesthetic in modern life and reimagined graphic design as a fine art; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to the family of Milton Glaser.