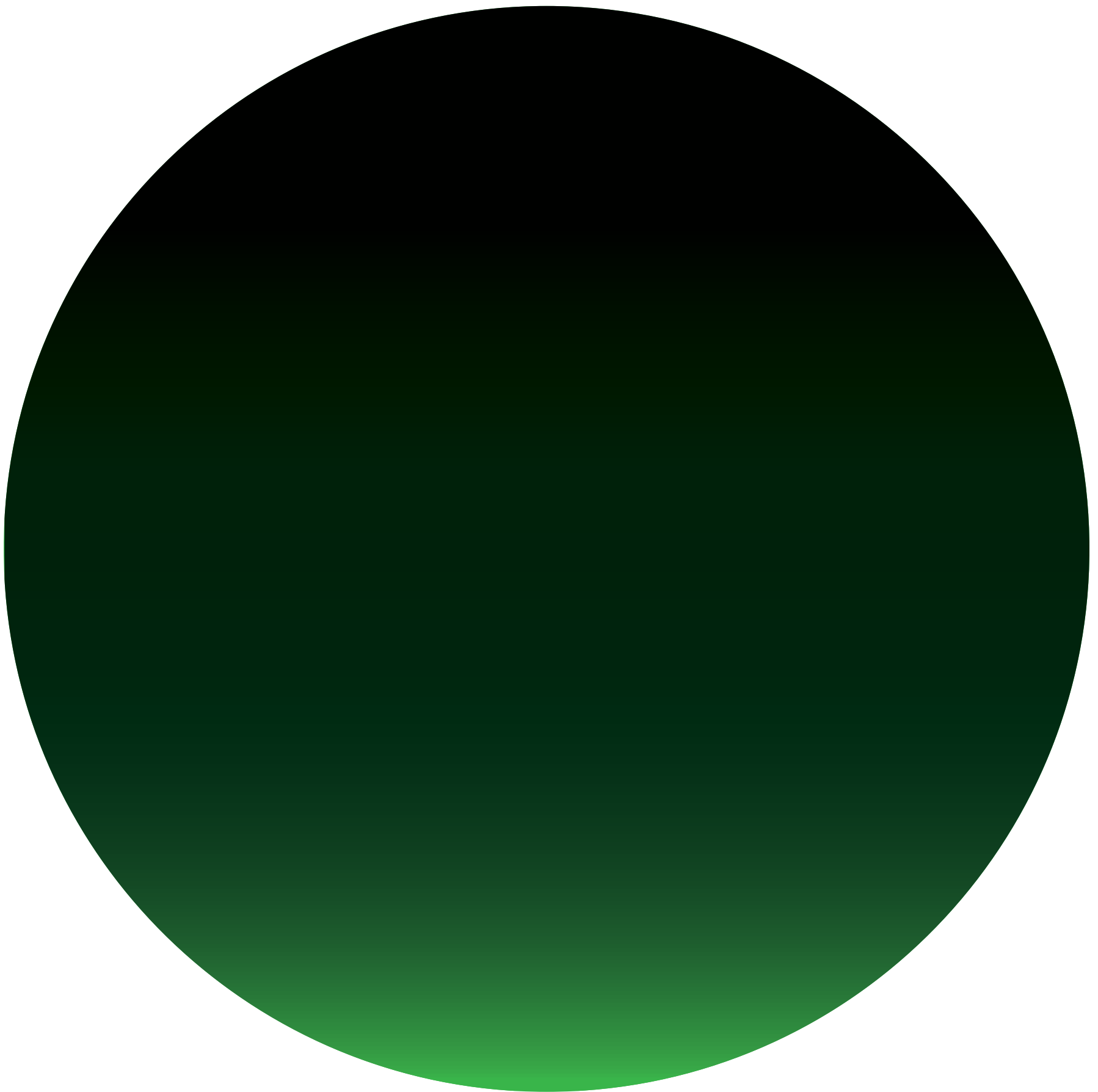


**IT'S NOT WARMING
IT'S DYING.**



www.itsnotwarming.com

#itsnotwarming

I 
I
N
V
Y
M
O
R
E
T
H
A
N
E
V
E
R



1929-2020

MILTON GLASER

Milton Glaser, the legendary graphic designer behind the “I ♥ New York” logo, longtime School of Visual Arts faculty member and acting chairman of the SVA Board—whose eclecticism and humanism continually shaped American design over his prolific 65-year career—died on Friday, June 26, 2020, his 91st birthday.

Over his long relationship with SVA, Glaser created countless works for the College, including a record 27 “Subway Series” posters, designed for display in New York City’s subway system. This body of work is the story of his career, tracing his evolving interests, over the course of 50 years, in various materials, techniques and styles. Although several are explicitly instructive, they all offer a miniature course in visual communication while placing his artist-as-citizen ethos at the forefront.

One of his most beloved Subway Series efforts was the “I ♥ NY More Than Ever” poster. Glaser created it following the 9/11 attacks, reclaiming his most famous design. As a tribute to him and the city he loved, we feature a reproduction of it on the opposite side. The message resonates today as New Yorkers have banded together by staying six-feet apart to battle the coronavirus.

.....

CLOCKWISE FROM TOP LEFT

- We Are All African*, 2005
- To Dream Is Human*, 2017
- Art Is...*, 2000
- The Secret of Art*, 2008
- Art is... Whatever (Fifty Years)*, 1996
- It's Not About Me It's About We: Art Makes Us Better*, 2017
- A Drawing Lesson*, 1995
- Heart*, 2011

OPPOSITE SIDE FROM LEFT

- It's Not Warming It's Dying*, 2014
- I Love NY More Than Ever*, 2001

All posters designed by Milton Glaser:

