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American University of Beirut
Beirut, Lebanon
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Milton Glaser Poster Collection, 1967-2017

A Finding Aid to the Collection in the University Libraries, AUB
Prepared by Abeer Medawar

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Descriptive Summary

Call No: 741.973

Library Catalog ID: [b25808576](#)

Record Creator: Glaser, Milton.

Collection Title: Milton Glaser Poster Collection, 1967-2017.

Collection Dates: 1967-2017

Language(s): English.

Administrative Information

Source: The collection was donated to AUB libraries by Milton Glaser in 2019.

Access Restrictions: The Collection can be used within the premises of the Archives & Special Collections Department, Jafet Memorial Library, American University of Beirut.

Photocopying Restriction: No photocopying restriction for research purposes except for fragile material. Copyrights are retained by the creator of the posters and his heirs and users should assume responsibility to clear and secure any copyright permissions.

Preferred Citation: Milton Glaser Poster Collection, 1967-2017. Series no., Poster no., American University of Beirut/Library Archives.

Scope and Content

This collection consists of 35 posters designed by Milton Glaser between 1967 and 2014. The collection addresses and highlights different issues and topics. Some posters address political concerns in America. Others cover visual arts, and musical events. This collection includes a salient poster of the famous logo (I ♥ NY) that Glaser designed, and brought him international recognition. It was adapted and printed on all kinds of artifacts and objects (T-shirts, mugs, etc.), as well as a bullet logo that the artist designed for DC Comics and a Bob Dylan poster.

Arrangement

The poster collection is arranged in four series:

- Series I:** Music (18 Posters) (1967 – 2017)
- Series II:** Visual Arts (8 Posters) (1976 – 2009)
- Series III:** Politics (3 Posters) (1984 – 2004)
- Series IV:** Miscellaneous (6 Posters) (1967 – 2003)

Historical Background

A poster is one of the earliest media of advertisement through which people express their ideas, doctrines or concerns, and announce their activities and achievements. Posters use a combination of text and graphics, or one of these two elements. A successful poster is one that succeeds to capture the attention and admiration of viewers instantaneously; it is also one that relays information in a clear way. Designers have always sought to have an impact through poster designs, since the middle of the 19th century, the date when the making of modern posters as we know them today started. Till the current date posters remain a popular medium for making advertisements and announcements. Milton Glaser, was described as “the most celebrated graphic designer

in the United States,”¹ and “the Picasso of the graphic arts field.”² The importance of posters can be noticed as museums and galleries like The Poster House and International Poster Gallery, were established to preserve them and secure their safe display to the public.

Milton Glaser’s Biography

Born on the 26 of June 1929 in New York, United States, Milton Glaser studied at the High School of Music and Art in Manhattan (currently known as the *Fiorello H. LaGuardia High School of Music and Art and Performing Arts*). Following his graduation from the Cooper Union in 1951, he joined the Academy of Fine Arts in Bologna after receiving a Fulbright Scholarship where he became a student of Giorgio Morandi, with whom he had a common show in 1989 in Bologna, Italy. Glaser’s journey as a graphic designer includes a long list of distinguished projects and achievements. Namely, establishing the famous *Push and Pin Studios* in 1954 and directing it for 20 years; teaching at the School of Visual Arts in New York for more than 50 years; and founding the New York Magazine with Cley Felker in 1968. Glaser had several worldwide exhibitions most significant of which were at the Museum of Modern Art in New York in 1975, and at the Centre Georges Pompidou in Paris in 1977. The Milton Glaser, Inc. founded in 1974 in Manhattan still exists and is producing designs in many disciplines (e.g. logos, brochures, website design, etc.). Glaser’s most recognized publications are the “*Underground Gourmet*” and “*If Apples Had Teeth*”, which was as a joint initiative with his wife Shirley. In 1983 he established with Walter Bernard the *WBMG publication house*; and they designed more than 50 magazines, newspapers, and internationally known periodicals. Glaser was honored by American President Barack Obama who awarded him the *National Medal of Arts*. His portfolio includes numerous posters, magazine and newspaper designs, interior designs, corporate logos, record albums, magazine illustrations and typography, as well as watercolors, drawings, prints and illustrated books, toys, textiles, jewelry and home furnishings. Milton Glaser’s work is represented in the permanent collections of many institutions around the world: the Museum of Modern Art, New York; the Chase Manhattan Bank, New York; the National Archive, Smithsonian Institute, Washington, D.C.; and the Cooper Hewitt National Design Museum, New York etc.

Subject Headings

Art, American -- 20th century -- Exhibitions.

Commercial art -- United States.

Glaser, Milton.

Graphic arts--United States.

Political posters.

Art posters.

Logos (Symbols).

¹ <https://www.miltonglaser.com/milton/c:interviews/#0>

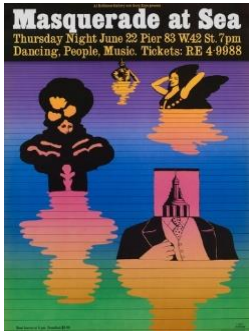
² *Ibid.*

Container List

(A low resolution image is found next to the information about each poster. The source for these images is the website of Milton Glaser, www.miltonglaser.com/store/c:posters/)

Series I: Music (18 Posters) (1967 – 2017)

I.1



Masquerade at Sea

Al Robinson Gallery and Gary Keys present "Masquerade at Sea" / Thursday Night June 22 Pier 83 W.42 st. 7 pm.

Dancing, People, Music

1967

Litho by Security Printing Company, Inc., New York City.

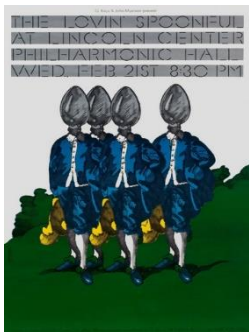
© 1967 Milton Glaser.

Poster designed by Milton Glaser.

95 x 61 cm

Milton Glaser's Description: "A 1960's poster, Masquerade at Sea uses a reference to one of my favorite posters, Bonnard's "La Revue Blanc," in the figure on the left."

I.2



G. Keys & John Myerson present The Lovin'

Spoonful at Lincoln Center Philharmonic Hall, Wed., Feb. 21st, 8:30 pm.

Tickets on sale at Lincoln Center box office, Bloomingdales and Abraham & Straus

1968

Poster designed by Milton Glaser.

95 x 61 cm

Milton Glaser's Description: "A quartet based on the Blue Boy by Gainsborough. It seemed appropriate at the time."

I.3



Poppy Gives Thanks

Dick Gregory

Townes Van Zandt

The Mandrake memorial Carnegie Hall, Wed., Nov. 26, 8:30.

First come first served... \$250

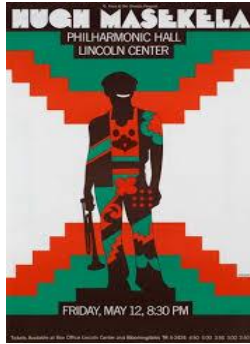
1969

Poster designed by Milton Glaser.

94 x 61 cm

Milton Glaser's Description: "A rather strange 1960s poster with a surreal intent combining Poppy, a music company, and the idea of Thanksgiving."

I.4



Hugh Masekela

Philharmonic Hall

G. Keys & Del Shields present "Hugh Masekela Philharmonic Hall"

Lincoln Center.

Friday May 12, 8:30 pm, **1972**

Poster designed by Milton Glaser.

96 x 60 cm

Milton Glaser's Description: "Although I did this in the early seventies, it still has a lot of the sixties in it."

I.5



Temple University Music Festival

This poster has been commissioned for the festival by Mobil, **1975**

Poster designed by Milton Glaser.

90 x 61 cm

Milton Glaser's Description: "The swan, superimposed on an enigmatic profile suggests some aspect of making music."

I.6



Blue Shadow

7, Quai Voltaire 75007 Paris

1977

Poster designed by Milton Glaser

91x61 cm

Milton Glaser's Description: "The original drawing of Cleopatra was done for a record album. It was subsequently used for this poster which advertised an extraordinary gallery located on a boat in the Seine."

I.7



Sony Tape Full Color Sound

©1979 Sony Industries

A Division of Sony Corp. of America

Sony is a trademark of Sony Corporation, **1979**.

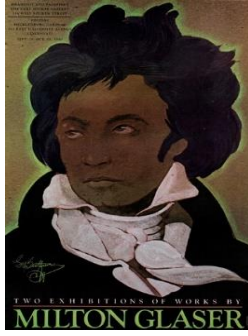
Whiteprint Editions, Ltd.

Poster designed by Milton Glaser.

92 x 61 cm

Milton Glaser's Description: "I used the score of Beethoven's 5th Symphony as the background to a pastoral intervention."

I.8



Beethoven

Drawings and paintings, the Carl Solway Gallery, 314 West Fourth Street; Posters, Mecklenburg Gardens, 302 East University Avenue, Cincinnati, Sept. 19 - Oct. 15, **1980**.

Two exhibitions of works by Milton Glaser, 1980. Poster designed by Milton Glaser.

92 x 61 cm

Milton Glaser's Description: "A romantically heroic portrait of Beethoven served as the subject for an exhibition of my work."

I.9



Mostly Mozart festival

Lincoln Center. Mozart Sneezes, **1983**.

Poster designed by Milton Glaser.

92 x 61 cm

Milton Glaser's Description: "The very idea of Mozart sneezing transforms the divine genius into a mere mortal for a moment, but only for a moment."

I.10



Brooklyn Center for the Performance Arts at Brooklyn College.

BCBC, a celebration of the 30th anniversary season, 1984-85. Poster designed by Milton Glaser, made possible through the generous support of Philip Morris Incorporated.

92 x 62 cm

Milton Glaser's Description: "A cello man dancing to his own tune for a musical anniversary."

I.11



Bach

Joao Carlos Martins "his technique sends fireworks in all directions...he does everything with extraordinary elan" Harold Schonberg, New York Times. / The complete keyboard works, recorded digitally on Tomato / **1989**

Poster designed by Milton Glaser

92 x 61 cm

Milton Glaser's Description: "Bach in a Fugueing Suit (the geometric pattern gets larger as it moves from the vest to the suit to the wall) shows Bach as I imagine him looking today. An eccentric fellow but with a lot of flair."

I.12



Juilliard, 1989.

This poster, third in a series is made possible by a grant from TDK.

Poster designed by Milton Glaser.

92 x 61 cm

Milton Glaser's Description: "One of a series of posters for the extraordinary music school in New York. This one suggests the idea of aspiration and creativity. I remembered a painting by Miro that used a ladder leading to the heavens. If you're going to steal, steal from the best."

I.13



Juilliard, 1991

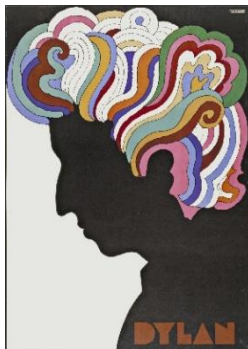
Poster designed by Milton Glaser.

This poster, fifth in a series made possible by a grant from TDK.

92 x 61 cm

Milton Glaser's Description: "This image derives from a Picasso Cubist painting of three musicians with many liberties taken."

I.14



Dylan

Reproduction of Milton Glaser's original poster, included in the 1967 "Bob Dylan's Greatest Hits" album from Columbia Records

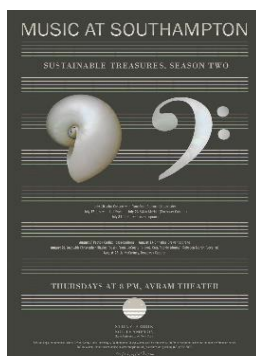
2008

Poster designed by Milton Glaser.

92 x 61 cm

Milton Glaser's Description: "This 24 x 36" poster is an authorized reproduction of the well-known poster included in the Bob Dylan's Greatest Hits album in 1967."

I.15



Music at Southampton, season two, sustainable treasures.

July 10, joint concert with PianoFest/Brahms, Liebeslieder Waltzes, op. 52;

July 17, Jazz with Joel Frahm;

July 24, Sylvia McNair, Cabaret;

July 31, Jill Grove, Mezzo-soprano;

August 7, Patrick Carfizzi, Bass-baritone;

August 14, Christine Brewer, Soprano;

August 21, Jazz with Christopher Higgins (bass),

Frank LoCrasto (piano), Greg Ritchie (drums),

Rebecca Martin (vocalist);

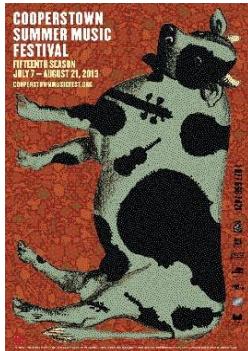
August 28, Liz McCartney, Cabaret.

Thursdays, 8:00 pm, Avram Theater. Stony Brook Southampton, State University of New York, **2009**.
Poster designed by Milton Glaser

92 x 61 cm

Milton Glaser's Description: "The relationship between the shell, musical notation and the human ear (implicitly) is somewhat more austere than my regular posters but I quite like it."

I.16



Cooperstown Summer Music Festival, fifteenth season.

July 7 - August 21, 2013

(cooperstownmusicfest.org).

The festival is made possible by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

Poster designed by Milton Glaser

2013

91 x 61 cm

Milton Glaser's Description: "is it 24x36" or 36x24"? you decide."

I.17



Cooperstown Summer Music Festival: Sixteenth Season 2014.

The Festival is made possible by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

Poster designed by Milton Glaser

2014

92 x 61 cm

Milton Glaser's Description: "Combining the old with the new. Recycling is important and sometimes a necessary means for discovery."

I.18



Cooperstown Summer Music Festival: 19th Season 2017.

The Cooperstown Summer Music Festival is made possible by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

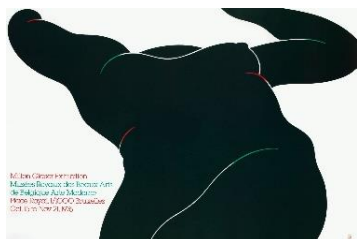
Poster designed by Milton Glaser **2017**.

92 x 61 cm

Milton Glaser's Description: "My favorite offering so far for the Cooperstown Summer Music Festival."

Series II: Visual Arts (8 Posters) (1976 – 2009)

II.1



[Black Foreshortened Nude].

Milton Glaser Exhibition, Musées Royaux des Beaux-Arts de Belgique Arte Moderne, Place Royal, 1/1000 Bruxelles.

Oct. 15 to Nov. 21, **1976**.

Poster designed by Milton Glaser

61 x 91 cm

Milton Glaser's Description: "This stylized nude was done for a show in Belgium. Although it is limited in color, it has a powerful graphic effect."

II.2



Great Illustrators of Our Time

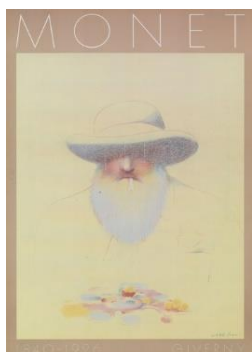
Rizzoli Galleries: 712 Fifth Avenue, New York, October 5, **1982**

835 North Michigan Avenue, Chicago, November 12, **1982** Poster designed by Milton Glaser

92 x 61 cm

Milton Glaser's Description: "This poster attempts to represent illustration as a product of the eye and the hand. The color variation intends to show the range of different approaches in an exhibition where many illustrators were represented."

II.3



Monet, 1840 - 1926, Giverny **1982**

Poster designed by Milton Glaser

92 x 61 cm

Milton Glaser's Description: "This poster is based on a print I did of Monet that was later selected by the museum in Giverny for sale in their shop. There is a bit of intended ambiguity in the poster. Is Monet holding a palette or are we looking at water lilies?"

II.4



Van Gogh, 100 years.

Çeci n'est pas la pipe de Vincent, **1989**

© Milton Glaser 1989/Çeci n'est pas la pipe de Vincent, poster: New York/Art Unlimited, Postbus 1760.

Printed in Holland

90 x 60 cm

Milton Glaser's Description: "This poster celebrating a Van Gogh anniversary cross references a work by another famous Belgian artist, Magritte. The joke depends on the viewer's

knowledge of the Magritte painting but my presumption was that art lovers would understand the reference. ”

II.5



Lustrare Gallery

176 Prince Street, New York, N.Y. 10012

1990

Poster designed by Milton Glaser's

92 x 61 cm

Milton Glaser's Description: "A poster for a short-lived illustrators' gallery showing a mythological figure enshrouded in a garment of eyes."

II.6



I Love NY More Than Ever, Be generous your city needs you.

This poster was designed by Milton Glaser

© 2001

Printed by Rasco Graphics Inc., and distributed by the School of Visual Arts the week of September 11, 2001 after the attack on the New York City Twin Towers.

56 x 36 cm

Milton Glaser's Description: "The original small poster that was distributed all over New York by students from the School of Visual Arts, the week of September 11, 2001. People in the streets and on their way to work saw this expression of their deep feeling about the city on every storefront and doorway. The same combination of words and imagery was used as the front and back page of the Daily News on September 19, 2001. All proceeds will go to The FDNY Foundation."

II.7



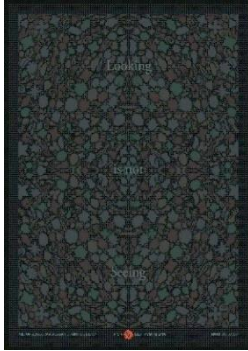
Pasta, Heller

2006

92 x 61 cm

Milton Glaser's Description: "This poster designed for Heller as an introduction to his line of plastic, pasta-shaped pillows. The only clue that we are not talking about edible pasta is the measurement indicating that it is 60cm wide. A mouthful even for ravioli lovers."

II.8



Looking is not Seeing

Milton Glaser's School of Visual Arts, from 1960 to 2009. Poster designed by Milton Glaser

81 x 61 cm

Milton Glaser's Description: "This perverse poster celebrating Milton Glaser's show at the Visual Arts Gallery (September 2009) violates the fundamental rule of poster design. Above all, a poster must be visible. This poster deliberately challenges that assumption by being barely perceivable. The message emerges only as a consequence of sustained observation. After a few moments of staring at the poster, both the message and the color range become increasingly obvious. A miracle of perception? Perhaps. "

Series III: Political (3 Posters) (1984 – 2004)

III.1



United Nations Day Peace Works, October 24

UNA-USA 300 East 42 Street New York, NY 10017

1984

Poster designed by Milton Glaser

91 x 61 cm

Milton Glaser's Description: "Hands, at work, to produce the doves of peace."

III.2



Law: Equality, Liberty, Justice

American Bar Association Informing the Public through Education in commemoration of the Bicentennial of the United States Constitution

1987

Poster designed by Milton Glaser

92 x 61 cm

Milton Glaser's Description: "The head of justice is portrayed here in a dramatic way. The parallel rules are an attempt to reference to the imagery of the Grecian columns that are used so often in legal symbolism."

III.3



[Column with Rings]

2004

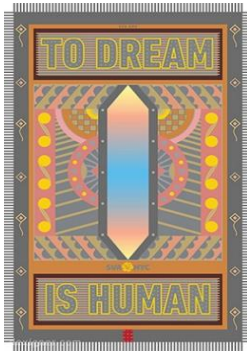
Poster designed by Milton Glaser

92 x 61 cm

Milton Glaser's Description: "The Olympic symbol transformed into a ring toss game."

Series IV: Miscellaneous (6 Posters) (1967 – 2003)

IV.1



To Dream is Human

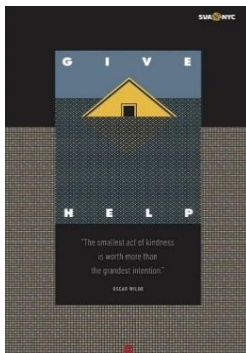
[undated]

SVA - EDU. SVA – NYC, undated

Poster designed by Milton Glaser

81 x 53 cm

IV.2



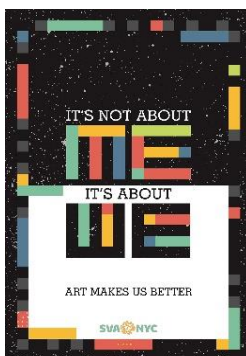
Give Help

[undated]

"The smallest act of kindness is worth more than the grandest intention" Oscar Wilde. SVA - EDU. SVA – NYC, undated. Poster designed by Milton Glaser

81 x 53 cm

IV.3



It's Not About Me. It's About We.

Art Makes us Better.

SVA - EDU. SVA – NYC, **undated.**

Poster designed by Milton Glaser

81 x 53 cm

IV.4

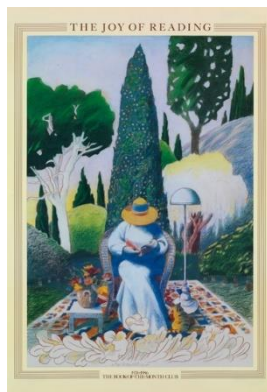


**New York Is About New York
1967**

Poster designed by Milton Glaser
94 x 60 cm

Milton Glaser's Description: "Original edition poster made to promote New York Magazine, which was founded by Clay Felker and myself in 1968."

IV.5



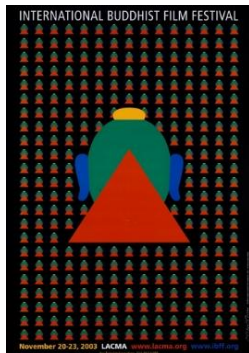
The Joy of Reading

1926 – 1986

The Book-Of-the-Month Club
Poster designed by Milton Glaser
92 x 61 cm

Milton Glaser's Description: "This poster was based on a drawing of my wife reading in our garden. The rug, lamp and cat were dragged outside to help me create the drawing—actually, my garden does not look quite this much like Tuscany."

IV.6



International Buddhist Film festival

November 20-23, 2003, LACMA

©Milton Glaser/Buddhist Film Society, Inc. **2003**
Printed by Insync.Media.

Poster designed by Milton Glaser
92 x 61 cm

Milton Glaser's Description: "The imagery here refers to a convention in Buddhist art, the thousand Buddha painting, and at the same time, refers to an image repeated over and over in film frames."

Related Material

Books

- Glaser, M. (2018). *Milton Glaser posters: 427 examples from 1965 to 2017*. New York : Abrams. [CA 741.6092:G548m](#)
- Glaser, M. (2008). *Drawing is thinking*. Woodstock: Overlook Press. [E:741.092:G548d c.1](#)
- Glaser, M. (2006). *The design of dissent*. Gloucester Mass: Rockport. [E:741.6:G548d c.1](#)
- Glaser, M. (1977). *The Milton Glaser poster book*. New York: Harmony Books. [CA:F 741.973:G548m](#)

- Glaser, M. (1973). *Graphic design*. London: Secker & Warburg. [E:741.6:G548g c.1](#)
- Meggs, P. B., & Ginza Guraffiku Gyarari. (1997). *6 chapters in design: Saul Bass, Iven Chermayeff, Milton Glaser, Paul Rand, Ikko Tanaka, Henryk Tomaszewski*. San Francisco: Chronicle Books. [E:741.609:S625m:c.1](#)

Interviews

- [Dawood, Sarah. Milton Glaser: “Art and design are not the same thing” March 15, 2018 5:20 pm](#)
- [Exclusive Q&A: Legendary Graphic Designer Milton Glaser Looks Back At His Iconic Posters from Saratoga living : The City, the culture, The Life](#)
- [Milton Glaser on 5 Posters That Taught Him Something About Design from AIGA Eye on Design](#)

Websites

- [Milton Glaser](#)
- [‘Milton Glaser Posters: 427 Examples From 1965 To 2017’ is a Delight By Bill Henning](#)
- [Our 7 Favorite Posters \(Out of 427!\) from Milton Glaser’s New Collection](#)
- [Milton Glaser Exhibit February 25, 2019 at the Rennet’s Gallery](#)
- [I Heart Posters: the graphic design of Milton Glaser – in pictures by Kathryn Bromwich. Saturday, 24 Mar 2018](#)
- [Sign of the Times: Bob Dylan By Owen Edwards from Smithsonian Magazine, June 2010](#)