

**TYPOGRAPHY
IS MY BIGGEST
HIGH-ITS MY
CRACK.**

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PAULA SCHER IS A KICK-ASS AMERICAN GRAPHIC DESIGNER AND SURELY ONE OF THE MOST INFLUENTIAL FEMALE CREATIVES LIVING TODAY. OPENLY SHE TALKS ABOUT APPROCHES IN THE DESIGN WORLD - WHEREVER SHE GOES.

On October 6, 1948, Paula Scher was born in Virginia and grew up in DC. She attended several Art schools and completed her Bachelor of Fine Arts, in 1970. At age 26 she moved to New York City beginning her professional career as a layout artist. Her creation of The Public Theater became one her most known work.

**I WAS SO TIRED
WITH LINING
UP HELVETICA
ON A GRID.**

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HE WAS REALLY MORE OF A MENTOR FOR ME THAN A PROFESSOR AND THAT SAME TALK STILL SHAPES THE WAY I CHOOSE TO WORK OR DON'T WORK TODAY.

It's because Scher equated Helvetica with fascism of the 60s and 70s. She felt the corporate culture was the visual language of big corporations, which entailed prevalent use of Helvetica. She felt all these companies looked alike, which she likened to fascist sentiments. She further indicates:

I was also morally opposed to Helvetica because I viewed the big corporations that were slathered in Helvetica as sponsors of the Vietnam War. So therefore if you used Helvetica you were in favor of the Vietnam War so how could you use it? - movy council and to a group of wealthy people of Pittsburgh - movy council and to a group of wealthy people of Pittsburgh - movy council ay council and to a group of wealthy people of Pittsburgh - movty council and to a group of wealthy people of Pittsburgh - movers and shakers for the city. I was supposed to make the logo, but i didn't make the logo. I didn't make it, because they didn't pay me and i did't want to do The way the job was set up was, that I was part of a committee composed of arcitects and ladscape designers and urban planners and wewhere going to make a presentation to the city council and to a group of wealthy people of Pittsburgh - movers and shakers for the city. I was supposed to make the logo, but i didn't make the logo. I didn't make it, because they didn't pay me and i did't want to do The way the job was set up was, that I was part of a committee composed of arcitects and ladscape designers and urban planners and we where going to make a presentation to the city council and to a group of wealthy people of Pittsburgh - movers and shakers for the city.

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THE S U P ER HER O S ARE WE THE

AGAINST

SOMETIMES, I READ THINGS THAT THAT STUDENTS WRITE ABOUT ME, AND I AM REALLY THROWN BY THEIR ASSUMPTIONS, THAT I HAVE ALL THIS STRENGTH. I HAVE THE SAME KIND OF INSECURITIES THAT ANYBODY ELSE HAS.

I was hired to design a logo for a section of town called "the north side" in Pittsburg. In Pittsburg railroad tracks and underpasses break up the city. On the south side is the warhold museum, the river and soe river and some cool stuff. And no one ever wants to walk under the underpasses of the train track to the north side of town. So theme cool stuff. And no one ever wants to walk under the underpasses of the train track to them.

**IN ORDER
TO GET GOOD
YOU HAVE
TO GET BAD.**

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SOMETIMES, I DO READ THINGS THAT STUDENTS OR OTHER PEOPLE WRITE ABOUT ME, AND I AM REALLY THROWN BY THEIR ASSUMPTIONS, THAT I HAVE ALL THIS STRENGTH. I HAVE THE SAME KIND OF INSECURITIES THAT ANYBODY ELSE HAS.

I was hired to design a logo for a section of town called “the north side” in Pittsburg, Pennsylvania. In Pittsburg railroad tracks and underpasses break up the city. On the south side is the warhold museum, the river and some cool stuff. And no one ever wants to walk under the underpasses of the train track to the north side of town. So the businesses there don’t get as much business as they could. As a solution, they wanted me to design a logo for that section of town. But mostly these things are disastrous. They really don’t look like anything. Do you want that? Think that’s gonna make you go to the north side of Pittsburg? Take a look at it. What’s making people not wanting to go to the north side of Pittsburg are the bridges. It’s ugly, it’s dark, it’s really just nothing.

The way the job was set up was, that I was part of a committee composed of architects and landscape designers and urban planners and we were going to make a presentation to the city council and to a group of wealthy people of Pittsburgh - movers and shakers for the city. I was supposed to make the logo, but I didn’t make the logo. I didn’t make it, because they didn’t pay me and I didn’t want to do something for free that I thought was dumb. So I got on a plane with something that wasn’t a logo and I was sweating it out as I landed and realized that the worst thing that could happen was that I just never go back to Pittsburgh and that would be ... I got there and I talked to them why cities don’t have logos: What cities have are landmarks. They have places, they have things you talk about and you feel about. And you know, that people aren’t going to the north side because of those bridges and those bridges are grim.

But you can change it, by actually doing stuff to it. You can wrap it, you can put lights on it or you can cover it in graffiti and chandeliers at the same time. They got very quiet and I thought: “OH OH this is bombing”. Especially after I showed them about 20 Photoshop renderings of

THE S B A G W E A N A GAINST

I CAN SENSE IT WHEN I WALK INTO A ROOM. I TRY TO IGNORE IT, BECAUSE ONCE THEY RECOGNIZE MY EXPERIENCE, IT GOES AWAY. BUT I STILL SEE THAT FIRST LOOK.

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**I CAN ALWAYS
TELL WOMEN DO
IT AS WELL.**

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IT IS ONE THING TO HEAR ABOUT WOMAN DESIGNERS AND THINK: “OH, HERES ON THATS SUCESSFULL.” BUT ACTUALLY BEEING ABLE TO BE AROUND THEM AND KNOW THEM FIRST HAND, THAT REALLY MATTERS, BECAUSE OTHERWISE, YOUR’E JUST SORT OF GUESSING WHO THEY ARE.

Sometimes I read papers that students or other people wrtie about me A group of the city. I was supposed to make tommittee composed of arcitects and ladscape designers and urban planners and we where going to make a presentatio but i didn’t make the logo. I didn’t make it, because they didn’t pay me and i did’t want to do The way the job was set up was, that I was part of a committee composed of arcitects and ladscape de but i didn’t make the logo. I didn’t make it, because they didn’tcitects and ladscape de n to the city council and to a group of wealthy people of Pittsburghe the logo, but i didn’t make the logo. I didn’t make it, because they didn’t pay me and i did’t want to do The way the job was set up was, that I was part of a committee composed of arcitects and ladscape designers and urban planners and we where going to make a pres Dentation to the city council and to a group of wealthy people of Pittsburgh - movers and shakers for the city. I was supposed to make the logo, but i didn’t make the logo. I didn’t make it, because they didn’t pay me and i did’t want to do The way the job was set up was, that I was part of a committee composed of arcitects and ladscape designers and urban planners and we where going to make a presentation to the city council and to a group of wealthy people of Pittsburgh - movers and shakers for the city. I was supposed to make the logo, but i didn’t make the logo. I didn’t make it, because they didn’t pay me and i did’t want to do The way the job was set up was, that I was part of a committee composed of arcitects and ladscape designers and urban planners and we where going to make a presentation to the city council and to a group of wealthy people of Pittsburgh - movers and shakers for the city. I was supposed to make the logo, but i didn’t make the logo. I didn’t make it, because they didn’t pay me and i did’t want to do The way the job was set up was, that I was part of a committee composed of arcitects and ladscape designers and urban planners and we where going to make a presentation to the city council and to a group of

THESE ARE THE DAYS AGAINST



VIELVIEL CAFFEEIN COKE "FRITZ-KOLA" NOW AVAILABLE IN AMERICA!

Fritz-kola is a soft drink made in north Germany and shipped to many nations in the European Union. It has a relatively high caffeine content and is sold in glass bottles with the labels, which were originally black and white, using faces of the two founders as a logo. Founded in Hamburg, Fritz-kola is slowly but surely taking over the cokeworld!

IMPRESSUM.

Museum für Kunst und Gewerbe Hamburg

Adresse: Steintorstraße 1, 20099 Hamburg
Öffnungszeiten: Montag - Freitag, 10 - 16 Uhr
Telefon: +49 (0)40 428134-880
E-Mail: service@mkg-hamburg.de

Konzept und Gestaltung: Lina Kaltenberg
Projektbetreuung: Prof*in Silke Juchter

Quellen-, Bild und Textnachweise sind auf Anfrage unter lina.kaltenberg@mailbox.org erhältlich. Fritz Cola auch. Auf Spendenbasis. Wer keine Cola mag, bekommt auch gerne einen Tee oder Kaffee. Alles machbar. Kuss geht raus an Feline Artz, für endless support during this project .

