

think



I love NY ad campaign by Milton Glasier



Milton Glaser

1929-2020

Milton Glaser is a New York City-born illustrator and graphic designer. His art and design work has been featured in exhibits and placed in permanent collections in many museums worldwide. His work has won innumerable awards and includes a **National Medal of the Arts**.

Glaser is best known for creating the ubiquitous **I Love NY Campaign** and the psychedelic Bob Dylan poster. He founded a revolutionary graphic design studio called **Pushpin** and cofounded **The New York Magazine**.

The **I Love NY Campaign** was done pro bono for a two-month campaign. It was a major success and has continued to be used and sold widely. The logo has been so successful, it has become intertwined with the identity of the city.

Questions:

1. The Museum of Modern Art in NYC has Milton Glaser's concept sketch for the I Love NY campaign, made on an envelope. Do you feel this is museum-worthy art?
2. What do Art and Design have in common? In what ways are they different?