

## Paula Scher

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### Paula Scher

With Paula Scher at the helm of the project, The Public Theater gained a fresh pool of designs that drew on everything from Pop Art and Constructivism to graffiti and hip-hop aesthetics. Twenty-five ...

### Paula Scher exhibition looks at graphic design in the public sphere

Pentagram partner Paula Scher and New York arts institution the Public Theater have nurtured a collaborative relationship over a remarkable 25 years – a partnership so widely recognised that it was ...

### Paula Scher's 2020-21 Public Theater identity reflects the times

Here, Pentagram designer Paula Scher explains the influence Seymour Chwast's Artone font had on a generation Designing a logo for any corporation, brand or cultural organisation today almost ...

### A love letter from designer Paula Scher

Created by Paula Scher and her team, the identity focuses on a 'square peg in a round hole' icon that signifies there is no normal when it comes to mental health Pentagram partner Paula Scher has ...

### Pentagram creates an uplifting brand identity for the Mental Health Coalition

Have a question? Visit our help center. Want to sell a work by this artist? Consign with Artsy. Paula Scher has been at the forefront of American design over the past three decades. Her eclectic ...

### The United States (Multi-colored), 2007

Paula Scher's work has changed graphic design. Beside crafting polished logos for corporate clients such as Citibank and Microsoft, Scher has elevated local arts initiatives: think of the punchy, ...

### Mother of innovation

NFTs have been all over the news, spreading a mix of confusion and excitement in equal measure. Here, James Britton, group managing director at Stink Studios, explores what opportunities they might ...

### Paula Scher: Ten Life Lessons from the Field, highlights from her Unit Live! talk

NFTs have been all over the news, spreading a mix of confusion and excitement in equal measure. Here, James Britton, group managing director at Stink Studios, explores what opportunities they might ...

### How Paula Scher works #3: On working for free

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### How Paula Scher works #1: On establishing a client's needs

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### How Paula Scher works #2: On designing for The Public Theater in New York

Paula Scher, one of the world's best creative designers, whose work is part of the permanent collection of the Museum of Modern Art. In areas such as Graphic Design, New Media, Branding ...

### Amandla Communcations Forum

Speakers include Pentagram partner Paula Scher, musician and artist Cosey Fanni Tutti, ANNA's Daljit Singh, Heatherwick Studio group leader Neil Hubbard, and designer Hansje van Halem. Festival-goers ...

### Design Manchester is back - and this year, it's all about smart creativity

We also catch up with revolutionary graphic designer Paula Scher to uncover the difference between innovation and creativity, and learn more about designing the future. Audi RS e-tron GT: Power ...

### The Art of Moving Forward

editions, posters and mixed media works celebrating NYC by Andy Warhol, Wayne Thiebaud, Red Grooms, Jack Youngerman, Richard Haas, Bob Gruen, Massimo Vignelli, Thelma Appel and Paula Scher ...

### New York and No Place Else: Art that Celebrates New York City

The state of New York has been deemed the epicentre of the coronavirus pandemic – with nearly 225,000 cases and approaching 15,000 deaths so far, it's the worst hit state in the US. In an eerie ...

### Creatives share uplifting messages in New York billboard campaign

E-learning, bootcamps and workshops are all booming, but what does it take to survive long term in the world of learning? Mastered's Perri Lewis and SuperHi's Rik Lomas discuss the big questions ...