

Herb Lubalin



An iconoclastic art director, graphic designer, and typeface designer—Herb Lubalin was one of the most influential American graphic designers from the late 1940s to the early 1980s.

Join us for an exhibition of his work at the Museum of American Cultural History.

when?

Friday, March 25, 9:00 a.m. – 7:00 p.m.

Saturday, March 26, 10:00 a.m. – 10:00 p.m.

Sunday, March 26, 11:00 a.m. – 7:30 p.m.

where?

Museum of American
Cultural History
15778 25th Street,
Washington, D.C. 20002

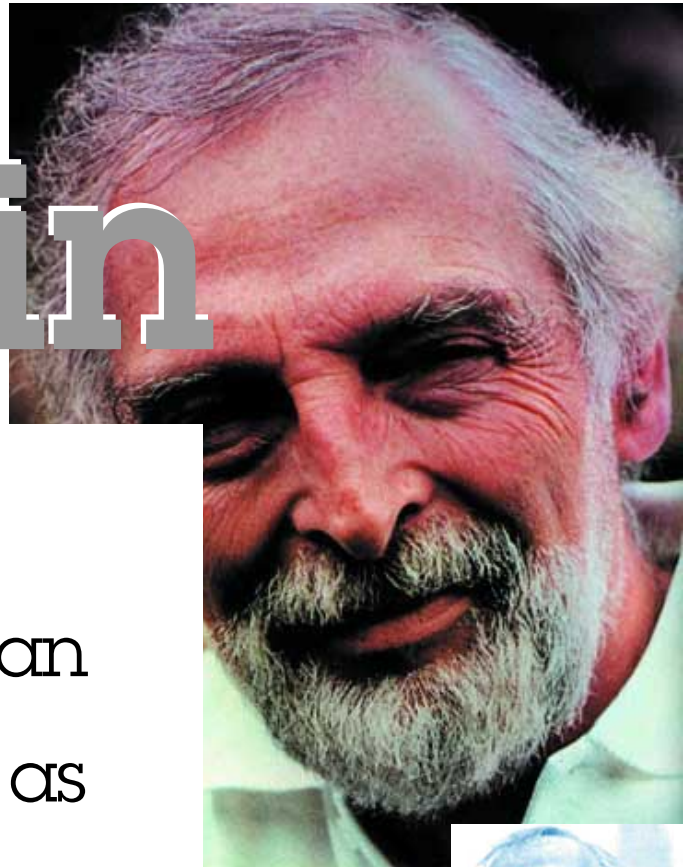
phone: **202.374.5468**
website: www.mach.com



iconoclast
(i·con·o·clast) noun.
1. One who attacks and seeks to overthrow traditional or popular ideas or institutions.
2. One who destroys sacred religious images.

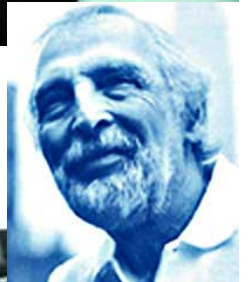


Herb Lubalin



“Typography can be as exciting as illustration and photography. Sometimes you sacrifice legibility to increase impact.”

— Herb Lubalin



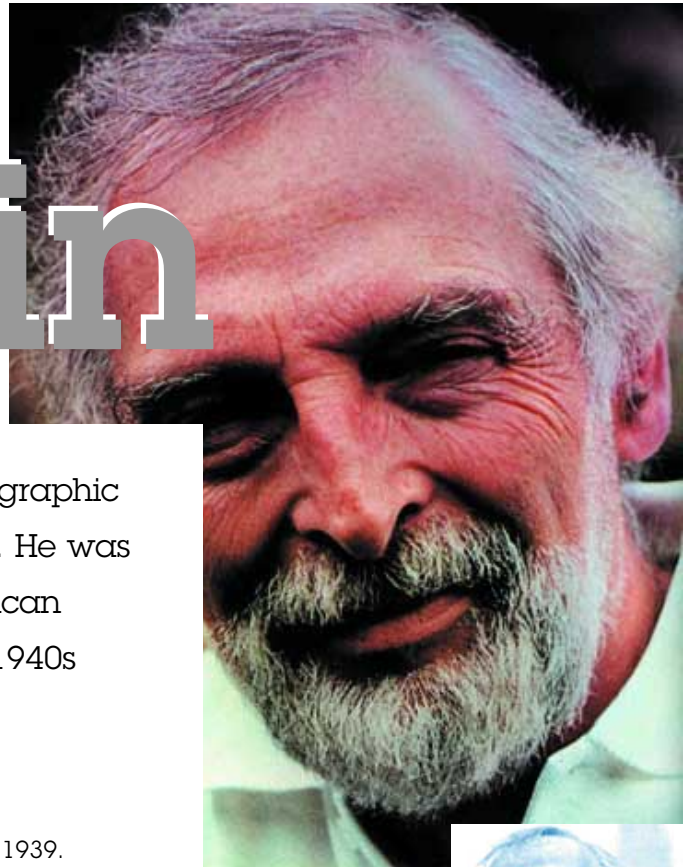
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was an iconoclastic art director, graphic designer, and typeface designer. He was one of the most influential American graphic designers from the late 1940s to the early 1980s.

Accomplishments:

- Graduated from Cooper Union College in 1939.
- Advertising art director starting in the 1940s: Reiss Advertising, and Sudler and Hennessey.
- Elected to New York Art Directors Club Hall of Fame in 1977.
- Awarded the TDC Medal, the award from the Type Directors Club in 1984.
- Awarded 62nd AIGA medal in 1981.
- Publication designer: Saturday Post, Eros, Avant Garde, Upper and Lower Case (U&lc) magazines.
- Typographic designer: Avant Garde Gothic, Busorama, Lubalin Graph, Ronda, Serif Gothic.

Quotations:

"Typography can be as exciting as illustration and photography. Sometimes you sacrifice legibility to increase impact."

"You can do a good ad with poor typography, but you can't do a great ad with poor typography."



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