

ЛИСИТЗКЪ

СУПРЕМАТИЗМ

[SUH-PREM-UH-TIZ-UHM, SOO-]
NOUN

THE ABSTRACT ART STYLE CLOSELY TIED TO RUSSIAN CONSTRUCTIVISM, IT WAS DEVELOPED IN THE EARLY 20TH CENTURY AND WAS HEAVILY INFLUENCED BY THE IDEAS OF DE STIJL, CUBISM AND FUTURISM. IT WAS MASTERED BY LAZAR "EL" LISSITZKY AND HIS MENTOR, KAZIMIR MALEVICH. THE STYLE WAS CHARACTERIZED BY THE USE OF DIAGONAL LINES, SIMPLE GEOMETRIC SHAPES AND TYPE ELEMENTS, USUALLY CONVEYING A SYMBOLIC MEANING.

EL WAS A LEADING FIGURE OF THE RUSSIAN AVANT GARDE MOVEMENT, WHO READILY EXTENDED HIS TALENTS TO THE FIELDS OF:

- ▶ URBAN ENGINEERING
- ▶ EXHIBITION DESIGN
- ▶ INTERIOR DESIGN
- ▶ ARCHITECTURE
- ▶ ILLUSTRATION
- ▶ PHOTOGRAPHY
- ▶ TYPOGRAPHY
- ▶ METALWORK
- ▶ TEACHING

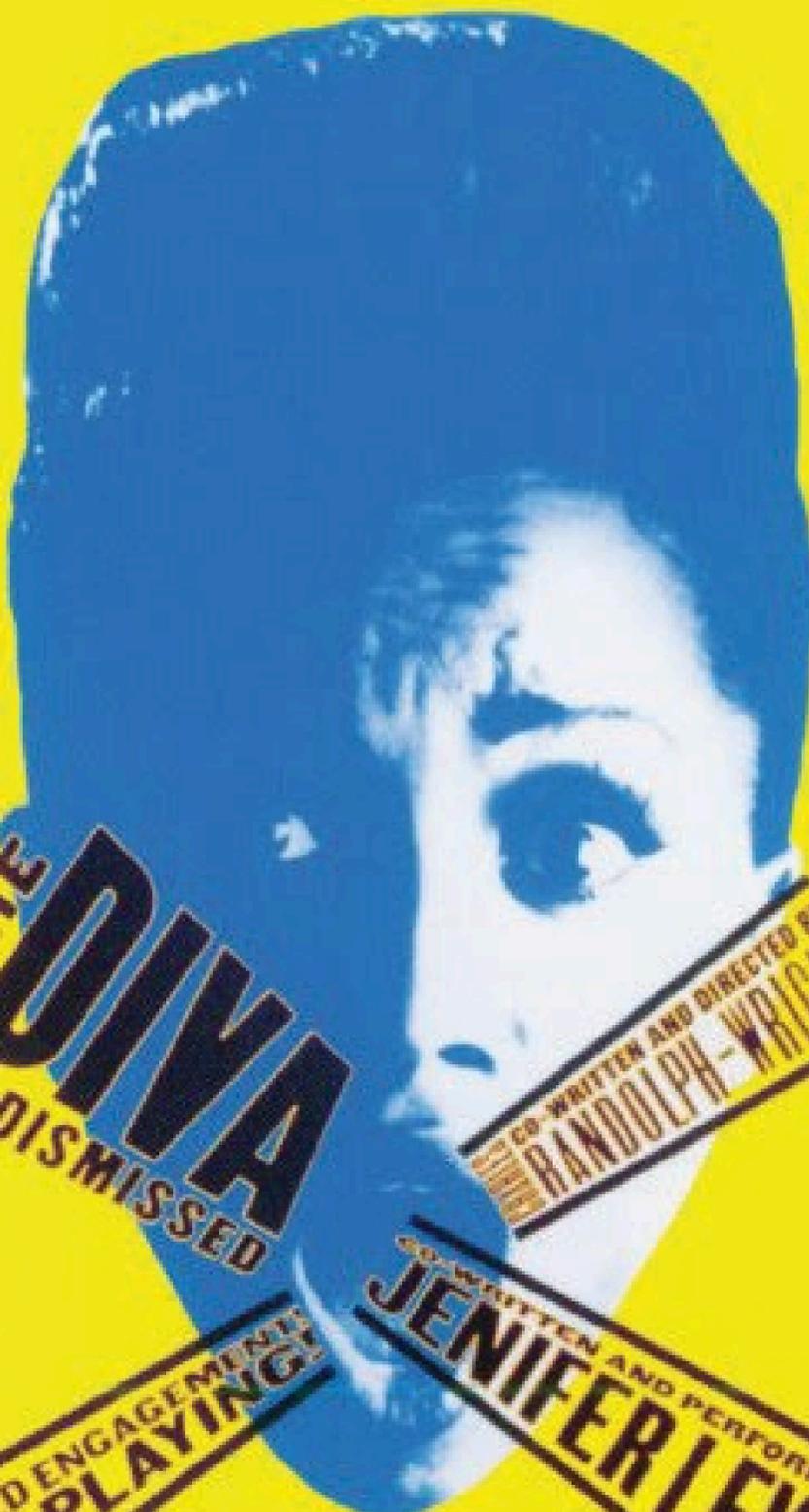
1890 ■ 1941

- ▶ 1890 - BORN NOVEMBER 23 IN POCHINOK, A RUSSIAN TOWN NEAR THE BELARUS BORDER.
- ▶ 1919 - "BEAT THE WHITES WITH THE RED WEDGE" PROPAGANDA POSTER COMPLETED.
- ▶ TAUGHT AT THE PEOPLE'S SCHOOL OF ART IN VITEBSK, BELARUS.
- ▶ PLAYED A PROMINENT ROLE IN THE UNOVIS GROUP, A PROTO-SUPREMATIST LEAGUE.
- ▶ 1921 - MADE THE HEAD OF ARCHITECTURE DEPT OF THE MOSCOW ART ACADEMY.
- ▶ 1925 - TAUGHT AT THE POST-REVOLUTIONARY ART SCHOOL, VKHUTEMAS IN RUSSIA.

- ▶ 1928 - APPOINTED CHIEF ARTIST FOR THE SOVIET PAVILION AT THE INTL. PRESS EXHIBITION.
- ▶ 1931 - APPOINTED CHIEF ARTIST AND ARCHITECT FOR THE MOSCOW CULTURE PARK.
- ▶ 1941 - DIES DEC 30 IN MOSCOW, RUSSIA FROM TUBERCULOSIS.

THE DIVA IS DISMISSED

LIMITED ENGAGEMENTS NOW PLAYING!



CO-WRITTEN AND DIRECTED BY RANDOLPH WRIGHT

CO-WRITTEN AND PERFORMED BY JENIFER LEWIS

PUBLIC THEATRE

PAULA SCHER

a monumental designer

By Linda Tachner

U ntil you're part of the clubby graphic-design fraternity, you may never have heard of Paula Scher, but it's nearly impossible not to know her work. Every time you pass a credit card with the iconic red-arched "Cit" logo, you're in her orbit. When you open a box from Tiffany, with its slender, elegant typelike, you're decoding a message she has sent you (namely, "This had to be pricey!"). If you get advance pleasure reading Jim Storer's snaky late textbook *America (The Book)*, or see charmed by the signs on the New York subway for the Metropolitan Opera, or look back wistfully on the happy specialty store of the first Boston album, you're in the orbit of this amazingly versatile, fearlessly talented designer.

Within the design community, Scher is known both for her passionate no-prisoners defense of good work. "As a designer, Paula has no particular ideological point of view," says Michael Bierut, her partner at the design studio. "She's really, really eclectic. She only cares about making things that are good."

Corporate clients who have worked with her marvel at her willingness to fight for what she thinks is the best solution to any given problem. "She's uncompromising," says Susan Arante, managing director of global branding for Citigroup's consumer businesses. "That stance can feel challenging, but for us as an organization, it was the right thing."

Scher's Citibank identity campaign gave coherence to a portfolio of brands, and made the resulting materials simpler and more approachable. Scher's Valkyrie reputation stands in stark contrast to the wicked sense of humor who runs New York's Fashion offices, called Marcie. And her trademark outlined Matisse. And her trademark built out of necessity. It isn't may being a woman in a profession dominated by men on both the design and client sides. Earlier in her career, she says, "When I would be in a room with a man, all eyes would go to him. I always felt sidelined. I had to work so hard to hold attention."

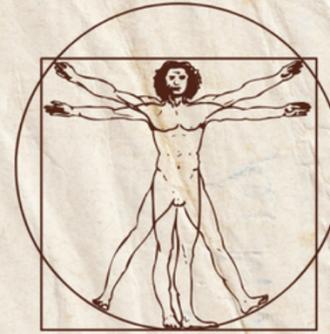
Design Awards

The woman is too modest. You don't get a medal from the American Institute of Graphic Arts, a place in the Art Directors Club Hall of Fame, representation in the collections of MoMA and the Cooper-Hewitt, and become a Pentagram partner just for being brave. Still, the kudos are not being heavy. Pentagram never far off. Take, for example, her most recent accolade: being named a finalist for a National Design Award for communication design. Honorees were invited to the White House for breakfast, an invitation few could resist. Scher, however, refused to go, writing a letter (consigned by four other winners) protesting the Bush administration's "prolonged assault on

PUBLICATION

TYPOGRAPHY

LEONARDO DA VINCI



Primeros años de vida

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque in pretium erat. Duis suscipit pulvinar justo quis molestie. Nulla consectetur enim enim. Integer mattis ultrices ante, a sodales tortor euismod sit amet.

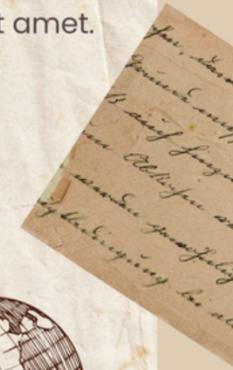
*Pintor, inventor,
escultor, arquitecto,
ingeniero, astrónomo...*

Obras

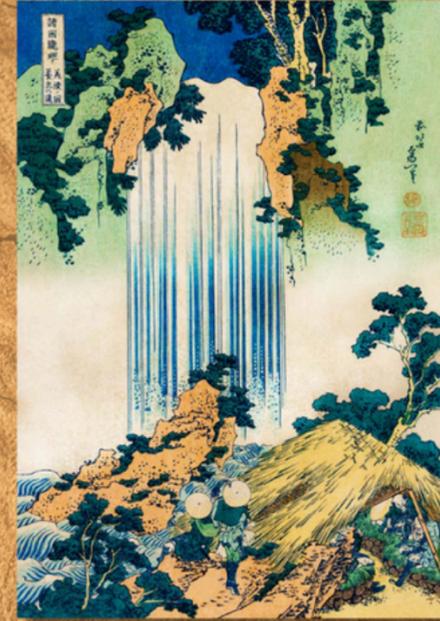
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque in pretium erat. Duis suscipit pulvinar justo quis molestie. Nulla consectetur enim enim. Integer mattis ultrices ante, a sodales tortor euismod sit amet.

Su legado

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque in pretium erat. Duis suscipit pulvinar justo quis molestie. Nulla consectetur enim enim. Integer mattis ultrices ante, a sodales tortor euismod sit amet.



HOKUSAI



LEGENDARY PAINTER AND PRINT MAKER FROM JAPAN



Born in October of 1760, he lived until May of 1849. Hokusai's works, especially **The Great Wave**, shaped Japanese art significantly, inspiring countless artists and echoing through art history worldwide. His work inspired Van Gogh and many artists in Europe. He is known for his wave painting. He also made paintings of Japanese myths.