

VISIONARY WOMAN AWARDS

2019 Honoree

Paula Scher

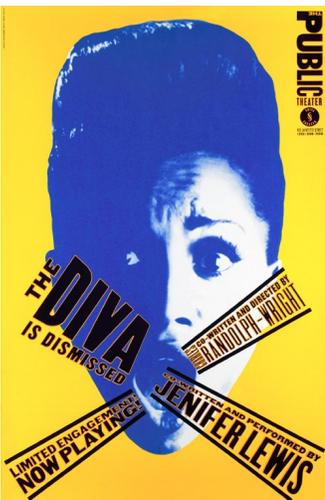
Graphic Artist

Paula Scher is one of the most acclaimed graphic designers in the world. Described as the “master conjurer of the instantly familiar,” Scher straddles the line between pop culture and fine art in her work. Iconic, smart and accessible, her images have entered into the American vernacular.

She has been a principal in the New York office of the distinguished international design consultancy Pentagram since 1991, where she has designed identity and branding systems, environmental graphics, packaging and publications for a wide range of clients that includes, among others, Citibank, Microsoft, Bloomberg, Shake Shack, Museum of Modern Art, Tiffany & Co., The High Line, The Public Theater, Metropolitan Opera, Sundance Institute and the Philadelphia Museum of Art.

During the course of her career Scher has been the recipient of hundreds of industry honors and awards. She is a recipient of the National Design Award for Communication Design, the AIGA medal, and the Chrysler Award for Innovation in Design, among others. Scher has served on the Public Design Commission of the City of New York from 2006–2015. She is an established artist who exhibits worldwide, and her designs are in the permanent collections of the Museum of Modern Art, the Cooper Hewitt National Design Museum, the Library of Congress, the Victoria and Albert Museum and other institutions.

Scher is the author of *Make It Bigger* (Princeton Architectural Press, 2002), *MAPS* (Princeton Architectural Press, 2011) and *Works* (Unit Editions, 2017). She holds a BFA from the Tyler School of Art and a Doctor of Fine Arts Honoris Causa from the Corcoran College of Art and Design, the Maryland Institute College of Art and Moore College of Art & Design. A documentary on Scher and her work can be seen as part of the 2017 Netflix series *Abstract: The Art of Design*.



The Diva is Dismissed, 1994



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