

PHILLA MUSEUM OF ART

presents:

Paula
Scher

Lavender Play

December 18th - January 27th 2024

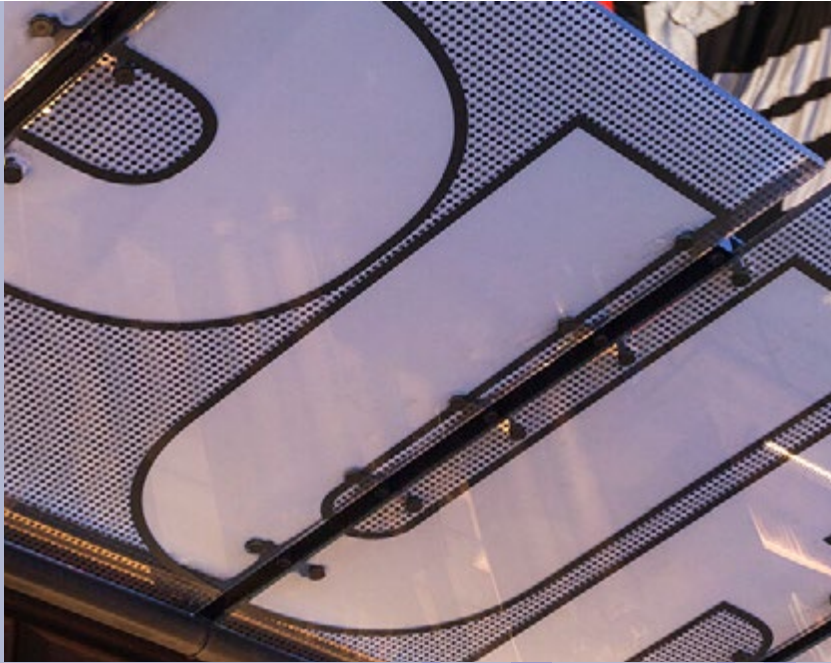


Paula Scher is a renowned American graphic designer, painter, and educator, widely regarded as one of the most influential figures in contemporary design. Born October 6th, 1938, she became the first female principal at the internationally acclaimed design firm Pentagram. Scher has spent over four decades shaping the visual identity of some of the world's most recognized brands and institutions. Her groundbreaking work bridges the gap between art and design, making her a trailblazer in the industry and a role model for countless aspiring creatives.

Scher's work is characterized by her bold use of typography, striking color combinations, and dynamic compositions that challenge traditional design norms. She often draws inspiration from historical design movements like constructivism and modernism, infusing them with a contemporary edge. Her process is highly intuitive, frequently involving hand-drawn sketches and experimental methods to create designs that are both functional and expressive. Iconic works include the visual identity for The Public Theater in New York City, environmental graphics for the High Line, and branding for companies like Microsoft and Citibank. Scher also explores fine art, creating large-scale topographic maps that blend cartography with graphic storytelling.



She is often heard to say; "Art is just serious play"



The Public Theatre Oning,
Steel Frame. 2018



China, Acrilic Paint.
2008



World Trade Routes
Acrilic Paint. 2010



Winter, Screenprints in
Colors 1987



Scher does these maps on large wall canvas' in Arcylic paint.

South Africa, and **Berlin**, maps as shown in the Gold St. Gallary

Lavender Play
- Maps -



Euorpe Trades Routes and **Untied States Counties**



World Trade, Acrilic Paint. 2010



The Letter G (*detail*),
Graphic. 1994

SISTER logo, *Graphic 2018*



The Letter G,
Graphic. 1994





The United States (Blue), Acrylic Paint. 2007



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