

STEVEN HELLER SPEAKS The United States Navy Memorial 701 Pennsylvania Avenue, N.W. Suite 123 Washington, D.C. 20004-2608



**iron
graphics**
Branding Totalitarian States

11 January 2008
6:30–9:00 pm
The United States
Navy Memorial

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Steven Heller offers an historical analysis of the state of the leading twentieth century totalitarian regimes through the lens of graphic design. With research from his current book, *Iron Fists: Branding the Totalitarian State* (Phaidon Press, Spring 2008), Heller describes how major dictatorships in modern history used graphics and design to propagate their ideologies. From Mussolini to Nazi Germany to Lenin, totalitarian regimes maintain themselves in political power by means of propaganda (among other tactics) disseminated through the state-controlled mass media. Heller dissects these graphics using the language of contemporary branding.

Because *Iron Fists* is not yet in release you can get your very own copies of *Stylepedia: A Guide to Graphic Design Mannerisms, Quirks, and Conceits*, (Heller's latest), for \$20. Reserve your copies in advance at www.adcmw.org and pick them up at the event for Steven Heller to sign.

About Steven Heller

Steven Heller wears many hats (in addition to the New York Yankees): For 33 years he has been an art director of the New York Times, originally on the OpEd Page and for almost 30 of those years on the New York Times Book Review.

Currently he is co-chair (with Lita Talarico) of the MFA Designer as Author program at the School of Visual Arts, New York, and writes the VISUALS column in the New York Times Book Review. He also writes book reviews and obituaries for the Times. Prior to this, he lectured for 14 years on the history of illustration in the MFA Illustration as Visual Essay program at the School of Visual Arts. He also was director for ten years of SVA's Modernism & Eclecticism: A History of American Graphic Design symposiums.

With Seymour Chwast, he has directed Push Pin Editions, a packager of visual books, and with his wife Louise Fili has produced over twenty books and design products for Chronicle Books and other publishers.

For over two decades he has been contributing editor to PRINT, EYE, BASELINE, and I.D. magazines, has contributed hundreds of articles, critical essays, and columns (including his interview column "Dialogue" in PRINT) to a score of other design and culture journals.

As editor of the AIGA JOURNAL OF GRAPHIC DESIGN he published scores of critical and journalistic writers on design, and currently as editor of AIGA VOICE: Online Journal of Design, he continues to help build a critical vocabulary for the field.

The author, co-author, and/or editor of over 100 books on design and popular culture, Heller has worked with a score of publishers, including Chronicle Books, Allworth Press, Harry N. Abrams, Phaidon Press, Taschen Press, Abbeville Press, Thames & Hudson, Rockport, Northlight and more. He is currently completing *Iron Fists: Branding the Totalitarian State* for Phaidon Press, an analysis of how the major dictatorships used graphics to propagate their ideologies.

He has produced or been curator of a number of exhibitions, among them "Art Against War," "The Satirical Image: Painters as Cartoonists and Caricaturists," "The Malik Verlag," and "The Art of Simplicissimus: Germany's Most Influential Satire Magazine". He has organized various conferences, including the School of Visual Arts' "How We Learn What We Learn," devoted to the future of design education and the ALGA's "Looking Closer: Graphic Design History and Criticism."

Heller is also the recipient of the AIGA Medal for Lifetime Achievement in 1999, the Art Directors Club Hall of Fame Special Educators Award in 1996, The Pratt Institute Herschel Levitt Award in 2000, and the Society of Illustrators Richard Gangel Award for Art Direction in 2006.

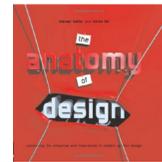
SELECTED PUBLICATIONS



Stylepedia: A Guide to Graphic Design Mannerisms, Quirks, and Conceits



New Vintage Type: Classic Fonts for the Digital Age



The Anatomy of Design: Uncovering the Influences and Inspirations in Modern Graphic Design



Becoming a Digital Designer: A Guide to Careers in Web, Video, Broadcast, Game and Animation Design

A chunky, distinctive object of brilliant design in and of itself, *Stylepedia* is the first handy, cross-referenced desk guide to the kaleidoscope that is modern design. In hundreds of illustrated entries, Heller and Fili, the award-winning authors of *Euro Deco* and numerous other popular design titles, survey the designers, schools and movements that comprise the practice today as well as take a fascinating glimpse back at some of the seminal early leaders. From the first Santa Claus to appear on a Coca-Cola bottle to the increasingly ubiquitous camouflage tee shirt, iconic everyday items of yesterday and today provide valuable inspiration to designers and design aficionados. As quirky as it is useful and positively packed with lavish color illustrations, this designer's design compendium is the only one of its kind.

Retro is the new modern. And nowhere is that fact more evident than in typography, which today uses vintage type in ads, book and magazine design, movies, and everywhere words convey meaning. Viewers may not even realize that the type itself conveys mood, information, and a sense of style, but graphic designers know the power of vintage type. Now the world's foremost historian of graphic design presents *New Vintage Type*, a remarkable rethinking and rediscovery of old and classic typefaces for today's modern needs. Hundreds of amazing, astounding, and obscure examples from around the world are gathered here, organized into five historically and stylistically grouped sections: the Victorian Age, the Woodtype Era, Art Deco Style, Modern Movement and the Eccentric Movement. With hundreds of lively and one-of-a-kind examples, plus informed, intriguing text, *New Vintage Type* is the graphic designer's guide to choosing and using vintage type for maximum impact.

An iconic collection of design work presented in fresh and useful format. Designers are conceptual pack rats. They pack as much raw material in their brains as possible and then use that to build their own unique designs. *The Anatomy of Design* is what, in the butcher business, they call a "side of beef": The authors selected 50 examples of graphic design that will be dissected, piece by piece, tissue by tissue, revealing an array of influences and inspirations. These are not necessarily the most well-known or celebrated objects of graphic design, though many contain the genetic codes of some canonical works. Instead, these represent contemporary artifacts that are well-conceived, finely-crafted, and filled with hidden treasures. Some are overtly complex and their influences are somewhat easy to see with the naked eye. Others are so simple that it is hard to believe there is a storehouse of inspiration hidden underneath.

This complete guide to the evolving digital design disciplines opens the door to today's most sought-after job opportunities in Web, video, broadcast, game and animation design. Featuring over 45 interviews with leading digital designers and more than 225 illustrations, the book covers everything from education and training, design specialties and work settings to preparing an effective portfolio and finding a job. This is an ideal starting point for anyone considering a career in the digital design world.

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Spaces are filling fast for this event so pre-register today at www.adcmw.org. MasterCard, Visa, and American Express cards accepted.

You may also register by calling (703) 778-4649. Late/day-of registration will also be accepted on the day of the event in cash or check made payable to ADCMW. Space not guaranteed for late/day-of registration.

LOCATION, METRO AND PARKING

The United States Navy Memorial is located at 701 Pennsylvania Avenue, N.W., Suite 123, Washington, D.C. 20004-2608.

Save travel time and parking fees by riding Metro's Green or Yellow line. Both stop conveniently at Archives-Navy Memorial—a few steps from the event. Paid/garage and metered parking also available.

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- Another way to promote your talents and services. Our members-only *Creative Resource Buyers' Guide* brings an online searchable resource to every client's desktop.
- Client education about the business of design, illustration, photography, printing and service bureaus. Our Service Brochures will make your job easier.
- Discounts when you list a position on our Job Hotline.
- Our publications—*HalfBreed*, *FULLBreed*, and our latest weekly email newsletter—include articles on design, business, the business of design, work by area designers and information on club events and noteworthy news.
- The expertise and experience of more than 500 graphic design professionals on our email Discussion List. Only members can ask questions and provide answers on this list.
- A \$25 discount on a Job Hotline listing or attend one Program free if you get a friend to join ADCMW.
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- Membership Directory and Membership Certificate.

Decide which membership category describes you and visit www.adcmw.org/membership to join.

Art Directors/Designers, \$175: Individuals who are responsible for, or who directly supervise others in the creation, design, and production of visual communications that incorporate graphic design, art, photography and/or illustration.

Associates, \$175: Individuals who participate, but do not directly supervise others in the creation, design, and production of visual communications that incorporate graphic design, art, photography and/or illustration. *Examples include: design educators, production artists, photographers, illustrators, writers and other communication professionals.*

Young Professionals, \$95: Same as above categories, but in the field three years or less. Please include proof of your graduation.

Students, \$35: Individuals engaged in full-time studies in the field of visual communications, art, photography, illustration and/or graphic design. Students must submit college transcripts and current semester credit hours.

Allied Members, \$175: Individuals who supply services, materials or equipment to art directors, designers or associates, including representatives for printers, photographers, illustrators, typographers and paper suppliers.

Corporate, \$125 with a required minimum of three: Membership for employees who create, produce or otherwise participate in, or who supply services, materials or equipment to the visual communication field. *Transferable to another employee if requested by firm.*

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