

Please Make This Look Nice:
The Graphic Design Process as an Act of Drawing
February 19 – March 20, 2016

The Lab

Closing Reception: Wednesday, March 16, 6–8pm

For further information and images, please contact
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February 4, 2016



Studio wall. Photo by AHL&CO.

New York, NY – The Drawing Center presents *Please Make This Look Nice: The Graphic Design Process as an Act of Drawing*, a site-specific exhibition and project in which a working graphic design studio will be installed in The Lab. Throughout the course of the show, a select group of professionals from throughout New York’s vibrant graphic design community will be invited to work on unique and original design assignments and in a variety of formats and media including typography, logos, books, posters, motion, editorial, and more. All work will be printed, displayed, and projected for the exhibition audience to view, discuss, and engage with directly. Design, lecture, and micro-exhibit participants include Erik Carter, Pablo Delcan, Frank DeRose, Stephen Doyle, Elliott Earls, Experimental Jetset, John Gall, Carin Goldberg, Karlssonwilker [Hjalte Karlsson + Jan Wilker], Eric Ku, Sue Lee, Alex Merto, Paula Scher, Paul Sahre, Small Stuff [Joe Marianek + Dinah Fried], Alex Stikeleather, Alexander Tochilovsky, and Zipeng Zhu. Curated and organized by Peter Ahlberg, principal of AHL&CO and faculty at the School of Visual Arts, New York.

This exhibition looks to expand the general and most basic understand of graphic design by turning attention away from finished design solutions—the “what” of graphic design—to consider the “how” and “why,” focusing on the myriad techniques and methodologies involved in the graphic design process, including writing, traditional drawing, photography, prototyping, assemblage, collage, and collecting. Rather than pointing to individual pieces in a designer’s archive as specific works of “process drawing,” *Please Make This Look Nice* considers the whole graphic design process itself as an act of drawing. As Milton Glaser explains in an interview for the related publication: “Drawing is a feedback mechanism to adjust your thinking. It’s a way of seeing whether what you’re thinking can become manifest.”

This project aims to demystify what a graphic designer does, moving beyond what is commonly

misunderstood as merely a stylistic enterprise. The experience of the exhibition and its programs will demonstrate to the public the thoughtfulness and dynamism involved in the making of graphic design—work that is ultimately mass-produced and consumed by the general public but is no less a rich, diverse, and genuine creative activity.

IN THE LAB

Design professionals from throughout New York’s vibrant graphic design community will be working on unique and original design assignments in a variety of formats and media including typography, posters, 3D, motion, books, and more.

Confirmed designers are listed below, go to drawingcenter.org for updates:

Erik Carter, Pablo Delcan, Elliott Earls, Carin Goldberg, Eric Ku, Sue Lee, Alex Merto, Small Stuff [Joe Marianek + Dinah Fried], Alex Stikeleather, and Zipeng Zhu.

MICRO-EXHIBITIONS

See work by the following designers, go to drawingcenter.org for updates:

Friday, February 19 – Friday, February 26

Select historical and archival materials from The Herb Lubalin Study Center of Design and Typography

Saturday, February 27 – Thursday, March 3

John Gall, Collage materials & sketchbooks

Friday, March 4 – Sunday, March 13

Experimental Jetset, Preparatory drawings, prints, models, and photography

Wednesday, March 16 – Sunday, March 20

Paul Sahre, Screenprint make-readys

PUBLIC PROGRAMS

Sunday, February 21, 3-5pm

Elliott Earls, Screening of *The Saranay Motel*, followed by a Q&A.

Thursday, February 25 at 6pm

Exhibition curator Peter Ahlberg, and designers Frank DeRose, Hjalti Karlsson, Paul Sahre, and Jan Wilker present a series of short lectures followed by Q&A.

Friday, February 26 at 4pm

Lubalin Study Center curator and design educator Alexander Tochilovsky talks about typography, historical design processes, and the materials selected for the micro-exhibit.

Thursday, March 3 at 6pm

Graphic designer, collagist, and Abrams Books Creative Director John Gall hosts a hands-on collage-making event.

Wednesday, March 16 at 6pm

Book launch and reception.

Thursday, March 17 at 6:30pm

National Design Award–winner Stephen Doyle talks about the way non-traditional tools and techniques have made their way into his graphic design practice.

Saturday, March 19 at 2:00pm

Designer Carin Goldberg and curator Peter Ahlberg discuss drawing and the graphic design process following a walk-through of the exhibition

PUBLICATION

The exhibition is accompanied by a book entitled *Please Make This Look Nice: The Graphic Design Process* (Skira Rizzoli, March 2016). The volume features the work of and/or interviews with Michael Bierut, Experimental Jetset, Paul Sahre, Natasha Jen, Milton Glaser, Karlssonwilker, Maira Kalman, Ed Fella, Seymour Chwast, Abbott Miller, Elliott Earls, Post Typography, Gail Anderson, Nicholas Blechman, John Gall, Stephen Doyle, Bob Gill, Chermayeff & Geismar, James Victore, Paula Scher, Stefan Sagmeister, and more.

The 272-page publication includes hundreds of full-color images, a foreword by Brett Littman, Executive Director of The Drawing Center, and an Introduction by the author and exhibition curator Peter Ahlberg.

ABOUT THE DRAWING CENTER

The Drawing Center, a museum in Manhattan's SoHo district, explores the medium of drawing as primary, dynamic, and relevant to contemporary culture, the future of art and creative thought. Its activities, which are both multidisciplinary and broadly historical, include exhibitions; Open Sessions, a curated artist program encouraging community and collaboration; the Drawing Papers publication series; and education and public programs.

LOCATION, HOURS & ACCESSIBILITY

35 Wooster Street between Broome and Grand Streets in SoHo, New York.

Gallery hours are Wednesday-Sunday 12pm–6pm, Thursday, 12pm–8pm.

Tickets: \$5 Adults, \$3 Students and seniors, Children under 12 are free, and free admission Thursdays 6-8pm.

The Drawing Center is wheelchair accessible.

212.219.2166 | info@drawingcenter.org | drawingcenter.org

FACEBOOK: [The Drawing Center](https://www.facebook.com/TheDrawingCenter)

TWITTER: twitter.com/drawingcenter

TUMBLR: the-drawing-center.tumblr.com

INSTAGRAM: [instagram.com/drawingcenter](https://www.instagram.com/drawingcenter)

AT THE DRAWING CENTER

<i>Louise Despont: Energy Scaffolds and Information Architecture</i>	Through March 20, 2016
<i>Jennifer Bartlett: Hospital</i>	Through March 20, 2016
<i>"Please Make This Look Nice"</i>	February 19–March 20, 2016
<i>Drawing Dialogues: The Sol LeWitt Collection</i>	April 15–June 12, 2016
<i>2016 Prix Canson</i>	June 20–July 1, 2016

Ongoing installations

<i>Abdelkader Benchamma: Representation of Dark Matter</i>	Through August 2016
<i>Rachel Goodyear: Restless Guests</i>	Through March 2016

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