

# TAG Fine Arts

CONTEMPORARY ART DEALERS & PUBLISHERS

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## **PAULA SCHER**

Lives and works in Washington and New York, USA

### **Education**

- 1970 BFA, Tyler School of Art, Temple University, Philadelphia  
2001 Doctor of Fine Arts Honoris Causa Corcoran College of Art and Design,  
Washington DC  
2008 Maryland Institute College of Art, Baltimore

### **Selected Solo Exhibitions**

- 2012 **Double Portrait: Paula Scher and Seymour Chwast, Graphic Designers**, (two-person exhibition) Philadelphia Museum of Art  
2012 **MAPS: Paula Scher**, Bryce Wolkowitz Gallery, New York, NY  
2007 **Paula Scher: Recent Paintings**, Maya Stendhal Gallery, New York, NY  
2006 **Paula Scher: The Maps**, Maya Stendhal Gallery, New York, NY  
2005 **The Maps: Recent Paintings**, Maya Stendhal Gallery, New York, NY  
2005 **Collection d’Affiches les Silos, la Maison du Livre et de l’Affiche**, Chaumont, France  
2002 **The Master Series: Paula Scher**, Visual Arts Museum at the School of Visual Arts, New York, NY  
1999 **Paula Scher**, Temple Gallery, Tyler School of Art, Philadelphia  
1999 **Type Is Image**, DDD Gallery, Osaka, Japan

### **Selected Group Shows**

- 2013 **London Original Print Fair**, TAG Fine Arts, Royal Academy, London  
2013 **Contemporary Cartographies**, Lehman College Art Gallery, New York, USA  
2012 **London Original Print Fair**, TAG Fine Arts, Royal Academy, London  
2011 **The Art of Mapping**, TAG Fine Arts, London, UK  
2011 **London Original Print Fair**, TAG Fine Arts, Royal Academy, London, UK  
2011 **London Art Fair**, TAG Fine Arts, Islington, London, UK  
2007 **Notes on Utopia**, Maya Stendhal Gallery, New York, NY  
2006 **The Daily News**, Boise Art Museum, Boise, ID  
2005 **Noires-Noirs/The Black Show**, Bleu Acier Gallery, Tampa, FL  
2005 **Community of Artists: 50 Years of The Public Theater**, The New York Public Library for the Performing Arts, Dorothy and Lewis B. Cullman Center, New York, NY  
2005 **Design of Dissent**, Visual Arts Museum at the School of Visual Arts, New York, NY  
2005 **Repetitions**, Maya Stendhal Gallery, New York, NY  
2005 **The Daily News**, Salt Lake Art Center, Salt Lake City, UT  
2005 **The Daily News**, Nicolaysent Art Museum and Discovery Center, Casper, WY  
2004 **Ballpoint**, The Gallery at Pentagonam, London, UK  
2004 **Pentagram: A World of Typography**, Klingspor-Museum Offenbach, Offenbach am Main, Germany  
2004 **Graphic Design of Three Continents**, Tehran Museum of Contemporary Art, Tehran, Iran  
2004 **National Design Triennial: Inside Design Now**, Cooper-Hewitt, National Design Museum, New York, NY  
2002 **What Is Design Today?** The Design Center at Philadelphia University, PA  
2002 **US Design**, Memphis Brooks Museum of Art, Memphis, TN  
2002 **US Design 1975 – 2000**, Museum of Arts and Design, New York, NY  
2001 **Women Designers in the USA, 1900 – 2000: Diversity and Difference**, Bard Graduate Center for Studies in the Decorative Arts, New York, NY

- 2000 **Graphistes Autour du Monde (Graphic Artists Around the World)** Mois du Graphisme d'Échirolles, France
- 1998 **Unrolled: Great American Poster Design 1980 – 1998**, Castellani Art Museum of Niagara University, Buffalo, NY
- 1997 **Mixing Messages: Graphic Design in Contemporary Culture**, Cooper-Hewitt, National Design Museum, New York, NY

### **Selected Awards**

- 2006 TDC Medal, Type Directors Club
- 2001 Medalist, American Institute of Graphic Arts
- 2001 Doctor of Fine Arts Honoris Causa, Corcoran College of Art and Design
- 2000 Chrysler Award for Innovation in Design
- 1998 Art Directors Club Hall of Fame

### **Public Collections**

Bibliothèque Nationale de France, Paris | Centre Georges Pompidou, Paris | CitiBank | Cooper Hewitt, National Design Museum, New York | Denver Art Museum | Israel Museum, Jerusalem | HSBC-Premier | Klingspor-Museum Offenbach, Offenbach am Main, Switzerland | Les Silos, la Maison du Livre et de l’Affiche, Chaumont, France | Library of Congress, Washington DC | Microsoft Art Collection | Musée de la Poste, Paris | Museum für Gestaltung Zürich | Museum für Kunst und Gewerbe, Hamburg | Museum of Modern Art, New York | Die Neue Sammlung Staatliches Museum für angewandte Kunst, Munich | Plakatmuseum am Niederrhein, Emmerich, Germany | San Francisco Museum of Modern Art | The Public Theatre, New York

### **Private Collections**

Edward S. Weil, Chicago | John C. Waddell | Mr and Mrs Joseph Lebon, Belgium | The Merrill C. Berman Collection | The Sackner Archive of Concrete and Visual Poetry | Turnberry Associates, Florida

### **Books, as Author of Co-author**

Scher, Paula, *Make It Bigger*, New York: Princeton Architectural Press, 2002.

Pentagram Partners, eds. *Pentagram Book Five*, New York: The Monacelli Press, 1999

Gibbs, David, ed. *Pentagram: The Compendium*, London: Phaidon Press, 1993.

Scher, Paula, *The Graphic Design Portfolio: How to Make a Good One*, New York: Watson-Guptill, 1992.

Scher, Paula, *The Honeymoon Book*, New York: M. Evans & Co., 1981.

Scher, Paula and Stan Mack, *The Brownstone*, New York: Pantheon Books, 1973.

### **Articles, as Author**

‘A New Brand Image for the US,’ *Monocle* (London) September 2007, pp. 55-56

‘5x5 = 25,’ *Creative Review* (London) March 2005, pp. 78-79

‘All the News That Fits,’ *PRINT* (New York) January/February 2004, pp. 45-53

‘Answers to Authorship,’ *Creative Review* (London) March 2001, p. 31

‘Defective Equipment: The Palm Beach County Ballot,’ *The New York Times*, November 11, 2000, p. A27

‘The Devaluation of Design by the Design Community’ *A/GA Journal of Graphic Design* (New York) Vol. 11, No. 4, 1993, pp. 3-5

‘The Boat,’ *PRINT* (New York) March/April 1993, pp. 113-114

‘Over There, You Are What You Eat: An American Designer in London Ponders the Pudding,’ *A/GA Journal of Graphic Design* (New York) Vol. 11, No.1, 1993, p. 6

‘Rashomon in the Record Business,’ *A/GA Journal of Graphic Design*, (New York), Vol. 11, No. 1, 1993, p. 6

‘The Dark in the Middle of the Stairs,’ *Graphis* (New York) November/December 1989, p. 19

‘The Right Face,’ *A/GA Journal of Graphic Design* (New York) Vol. 5, No. 1, 1987

‘Back to Show and Tell,’ *A/GA Journal of Graphic Design* (New York) Vol. 4, No. 1, 1986

‘Special Graphic Parody Section,’ *PRINT* (New York) November/December, 1985

‘Type Loses Face,’ *Adweek* (New York) 7 October 1985, p. D44

'Back in the USSR, or That Ukraine Type Really Knocks Me Out,' *A?GA Journal of Graphic Design* (New York) No. 4, 1983

### **About the Artist**

American artist and prizewinning graphic designer Paula Scher is a longstanding partner of the international design consultancy Pentagram. Her maps belie a different side to her creative talents. Dense, colourful and displaying a wealth of wordy detail, they conjure up a powerful sense of place that manages to suggest both popular opinion and personal significance. Scher is the first to acknowledge the subjectivity of these works, describing them as an antidote to the bureaucracy of design. Brimming with associations, facts and figures, they are a product of our modern age where information proliferates but often serves to confuse rather than confirm our understanding of the world.

Scher's hand-pulled screenprints are beautiful renditions of her original painted maps, made in collaboration with Andy Warhol's master printer Alexander Heinrici. She is deeply involved in the printmaking process, and each limited edition print is inspected, signed, numbered and dated by the artist and accompanied by a certificate of authenticity.