



# PAULA SCHER

Lives and works in New York, USA

## Education

1970 BFA, Tyler School of Art, Temple University, Philadelphia

## Honorary Doctorates

Corcoran School of the Arts and Design, Washington DC, USA

Maryland Institute College of Art, Maryland, USA

Moore College of Art and Design, Philadelphia, USA

Columbus College of Art and Design, Columbus, USA

## Selected Solo Exhibitions

- 2023 **Paula Scher: Type is Image**, Die Neue Sammlung (The Design Museum), Pinakothek der Moderne, Munich, Germany  
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- 2022 **Paula Scher MAPS: Data Isn't Neutral**, Sims Reed Gallery, London, UK
- 2021 **Paula Scher**, The Museo Nacional de Artes Decorativas (National Museum of Decorative Arts) in partnership with Madrid Gráfica 2021, Madrid, Spain  
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- 2019 **Paula Scher: Public Theater**, Manchester School of Art, part of Design Manchester, Manchester, UK
- 2019 **Paula Scher: Serious Play**, Ginza Graphic Gallery, Tokyo, Japan
- 2019 **Paula Scher: The Art of Map Design**, Jim Kempner Fine Art, New York, USA
- 2017 Large scale mural for Planned Parenthood Headquarters, New York, USA
- 2012 **MAPS: Paula Scher**, Bryce Wolkowitz Gallery, New York, USA
- 2007 **Paula Scher: Recent Paintings**, Maya Stendhal Gallery, New York, USA
- 2006 **Paula Scher: The Maps**, Maya Stendhal Gallery, New York, USA

- 2005 **The Maps: Recent Paintings**, Maya Stendhal Gallery, New York, USA
- 2002 **The Master Series: Paula Scher**, Visual Arts Museum at the School of Visual Arts, New York, USA
- 1999 **Paula Scher**, Temple Gallery, Tyler School of Art, Philadelphia, USA
- 1999 **Type Is Image**, DDD Gallery, Osaka, Japan

## Selected Group Shows

- 2024 **We Tried To Warn You! Environmental Crisis Posters, 1970-2020**, Poster House, New York, USA
- 2024 **The Tolerance Project**, pop up exhibition, New York, USA
- 2023 **ROAR**, Jim Kempner Fine Art, New York, USA
- 2022 **London Original Print Fair**, TAG Fine Arts, London, UK
- 2021 **The Future We Choose**, Bryce Wolkowitz Gallery, New York, USA
- 2020 **Untitled Art Fair**, Bryce Wolkowitz Gallery, Miami, USA
- 2020 **#CombatCovid**, Poster House, billboard project around New York, USA
- 2019 **London Original Print Fair**, TAG Fine Arts, London, UK
- 2018 **London Original Print Fair**, TAG Fine Arts, London, UK
- 2016 **AAF Singapore**, TAG Fine Arts, London, UK
- 2015 **AAF Hampstead**, TAG Fine Arts, London, UK
- 2015 **London Original Print Fair**, TAG Fine Arts, London, UK
- 2014 **Making Music Modern: Design for Ear and Eye**, MoMA, New York, USA  
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- 2014 **AAF Battersea**, TAG Fine Arts, London, UK
- 2014 **AAF Singapore**, TAG Fine Arts, Singapore
- 2013 **Designing Modern Women 1890 – 1990**, MoMA, New York, USA  
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- 2013 **Contemporary Cartographies**, Lehman College Art Gallery, New York, USA
- 2013 **London Original Print Fair**, TAG Fine Arts, London, UK
- 2012 **London Original Print Fair**, TAG Fine Arts, London, UK
- 2012 **AAF Singapore**, TAG Fine Arts, Singapore

- 2012 **Double Portrait: Paula Scher and Seymour Chwast, Graphic Designers**, (two-person exhibition) Philadelphia Museum of Art, Philadelphia, USA
- 2011 **Looking at Music 3.0**, MoMA, New York, USA
- 2011 **The Art of Mapping**, TAG Fine Arts, London, UK
- 2011 **London Original Print Fair**, TAG Fine Arts, London, UK
- 2011 **London Art Fair**, TAG Fine Arts, London, UK
- 2007 **Notes on Utopia**, Maya Stendhal Gallery, New York, USA
- 2006 **The Daily News**, Boise Art Museum, Boise, USA
- 2005 **Architecture & Design: North Gallery Rotation 2**, MoMA, New York, USA
- 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, USA
- 2005 **Design of Dissent**, Visual Arts Museum at the School of Visual Arts, New York, USA
- 2005 **Repetitions**, Maya Stendhal Gallery, New York, USA
- 2005 **The Daily News**, Salt Lake Art Center, Salt Lake City, USA
- 2005 **The Daily News**, Nicolaysent Art Museum and Discovery Center, Casper, USA
- 2005 **Collection d’Affiches les Silos, la Maison du Livre et de l’Affiche**, Chaumont, France
- 2004 **Ballpoint**, The Gallery at Pentagram, 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, USA
- 2002 **What Is Design Today?** The Design Center at Philadelphia University, Philadelphia, USA
- 2002 **US Design**, Memphis Brooks Museum of Art, Memphis, USA
- 2002 **US Design 1975 – 2000**, Museum of Arts and Design, New York, USA
- 2001 **Women Designers in the USA, 1900 – 2000: Diversity and Difference**, Bard Graduate Center for Studies in the Decorative Arts, New York, USA

- 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, USA
- 1997 **Mixing Messages: Graphic Design in Contemporary Culture**,  
Cooper-Hewitt, National Design Museum, New York, USA

## Selected Awards

- 2022 D&AD Special President's Award, Design and Art Direction  
Organisation
- 2021 RDI, Royal Designer for Industry
- 2019 SEGD Fellow, Society for Experimental Graphic Design
- 2013 National Design Award for Communication Design, Cooper-  
Hewitt, Smithsonian Design Museum
- 2012 Philadelphia Museum of Art's Design Collab Award
- 2009 President of Alliance Graphique Internationale (AGI)  
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- 2006 TDC Medal, Type Directors Club
- 2001 AIGA Medal, American Institute of Graphic Arts
- 2000 Chrysler Award for Innovation in Design
- 1998 Art Directors Club Hall of Fame
- 1993 Member of Alliance Graphique Internationale (AGI)

## Public Collections

Bibliothèque Nationale de France, Paris, France  
Centre Georges Pompidou, Paris, France  
Cooper Hewitt, National Design Museum, New York, USA  
Denver Art Museum, USA  
Les Silos, la Maison du Livre et de l'Affiche, Chaumont, France  
Library of Congress, Washington DC, USA  
Musée de la Poste, Paris, France  
Museum für Gestaltung, Zürich, Switzerland  
Museum für Kunst und Gewerbe, Hamburg, Germany  
Museum of Modern Art, New York, USA  
Die Neue Sammlung, Munich, Germany  
Plakatmuseum am Niederrhein, Emmerich, Germany  
San Francisco Museum of Modern Art, USA  
The Public Theatre, New York, USA  
Poster House, New York, USA  
V&A, London, UK

## Publications

Paula Scher: Works, Thames & Hudson, 2024.  
Twenty Five Years at The Public: A Love Story, Princeton Architectural Press, 2020.  
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-Guption, 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

Artist and award winning designer Paula Scher's work is iconic and instantly recognisable, having influenced American branding, typography, and graphic design since the 1980s.

Her maps belie a different side to her creative design 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.