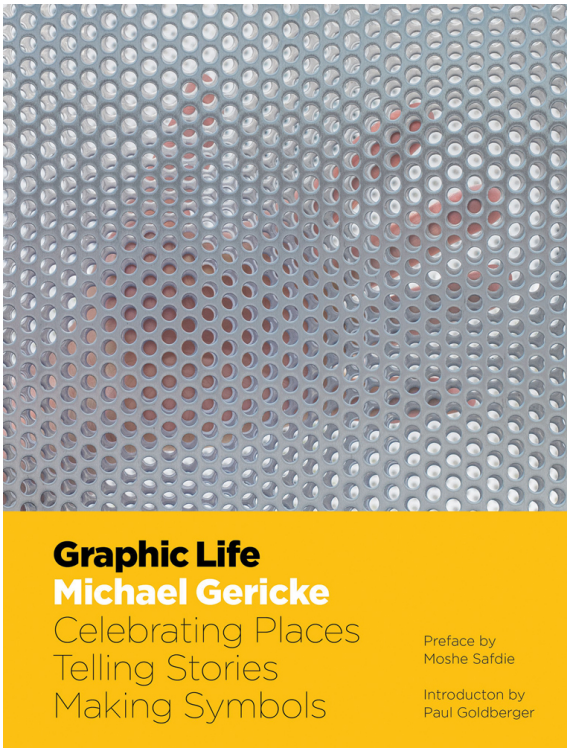
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Graphic Life

Celebrating Places, Telling Stories, Making Symbols

Michael Gericke

Preface by Moshe Safdie

Introduction by Paul Goldberger

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- A small selection of projects covered in the book include: One World Trade Center (SOM), Marina Bay Sands (Safdie), Hudson Yards (KPF), The Vessel (Heatherwick), Post 9/11 installations at the WTC site, New York's new Penn Station (SOM), Jewel Changi Airport (Safdie), Rockefeller Center, City Point (a hip new Brooklyn center), Cooper Hewitt National Design Museum (DSR), The Skyscraper Museum - NY, New York's iconic 42nd St Public Library, Mumbai's International Airport (SOM), Toronto's Pearson Airport (Safdie & SOM), GSK's North American Headquarters (Stern), Hotel Hankyu, Japan, Cornell Tech's Manhattan campus (Morphosis & SOM), Arizona Cardinals NFL football stadium (Eisenman)

Michael Gericke is one of the most influential graphic designers in the world today. This much anticipated monograph covers four decades of work by the acclaimed graphic designer and Pentagram partner. Lavishly illustrated throughout at close to 500 pages, the book is driven by a celebration of places, telling stories, and making images and symbols – predominantly through Gericke's work with projects for buildings, civic moments, exhibitions and visual identities, including for posters, magazines, New York's AIA chapter (America's largest) and the Center for Architecture that, through graphics and images, continues to portray the spirit of architecture and design in New York City today. Prefaced by the prize-winning architect Moshe Safdie, with commentary by Pulitzer Prize-winning architectural critic and educator Paul Goldberger, this encyclopaedic compilation is a must for all collectors and aficionados of contemporary design, branding, and visual identity.

Michael Gericke's design work lies at the intersection of image making, communications, and the built environment, and encompasses a wide-range of design areas, including visual identities, environmental graphics, posters, e-media, exhibitions, books, and advertising. His identity work is widely seen and includes 'One Laptop Per Child' - an initiative with MIT that provides low-cost computers to underprivileged children around the world, PRI (Public Radio International); the Big Ten athletic/collegiate conference, the 'AirTrain' that connects Manhattan to Newark and JFK International Airports; Citibank, 21st Century Fox, the 1994 FIFA World Cup soccer games that were held in the United States; the United States' bid for the 2022 World Cup, CBS's television coverage of the Winter Olympic Games, and the identity, events, signage, promotions, and advertising for Rockefeller Center and its iconic Top of the Rock Observation Deck. Michael's cultural work includes the recently reopened Smithsonian's Cooper Hewitt National Design Museum, the Guggenheim's new museum in Abu Dhabi and the 100th anniversary exhibition for the New York Public Library's iconic 42nd Street Schwartzman Building.

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