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Sagmeister: Made You Look

By Stefan Sagmeister, Peter Hall

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Just as film, art, music, and literature have the power to move people, Stefan Sagmeister's innovative work shows that graphic design, too, can cut to the emotional quick. His desire is to transform stale thinking, and *Sagmeister: Made You Look* does just that.

Compelling, honest, and intensely personal, *Made You Look* covers 20 years of Sagmeister's graphic design. With a text by design historian Peter Hall and annotated with Sagmeister's own writing, the book features images from the studio archive, as well as specific influences and reference points for his projects and ideas. Fully illustrated with a red PVC slipcase and silver-gilded pages, this monograph is a compilation of practically all the work Sagmeister and his studio ever designed up to 2001, even the bad stuff

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Editorial Review

Amazon.com Review

Another self-indulgent design monograph (practically everything we have ever designed including the bad stuff) is Stefan Sagmeister's hand-scrawled subtitle for the first book about his work, *Made You Look*. This, and the book's clear red case and silver-gilded pages, seem contrary to the raw, handwritten style he is known for, already setting us up for a wild and very personal ride through almost the entire corpus of the 39-year-old designer's work. Sagmeister once scratched words into his skin for his own lecture poster at Cranbrook, and this is the book version--sometimes enlightening, sometimes embarrassing, always self-conscious, and ultimately touching. The story is a conversation between Peter Hall's text and Sagmeister's handwritten commentary, a perfect and believable device for an absorbing dialogue. Self-indulgent as *Made You Look* may be, Sagmeister lays himself open with idealism, irony, and humor, creating one of the most moving books about design. --*Juliette Cezzar*

Review

Sagmeister's work reveals a design schizophrenia: one moment, he's creating traditional designs that would make Massimo Vignelli nod in assent, -- *Radical Graphics*

About the Author

Stefan Sagmeister, born in Austria, received his MFA in graphic design from the University of Applied Arts in Vienna and, as a Fulbright scholar, a master's degree from the Pratt Institute in New York. Following stints at M&Co. in New York with Tibor Kalman and as creative director at the Hong Kong office of the advertising agency Leo Burnett, Sagmeister formed the New York-based Sagmeister Inc. in 1993. Peter Hall is a design critic and educator who has written widely about design in publications including *Metropolis*, *Print*, *I.D. Magazine*, *The New York Times* and *The Guardian*. He has previously served as the Senior Editor for the University of Minnesota Design Institute, written several books on design and currently teaches design at the University of Texas in Austin.

Users Review

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