

DESIGNING A LIFE: a legend among us

Our October meeting speaker is **Peter Seitz**, one of our fellow Colleagues. Peter is well-known and respected, worldwide and locally, as an expert and practitioner in many areas of lettering, graphic design and the other arts. In this meeting's presentation, he will be honoring us with a very special look into his life and work over the years, from early study and work in Germany to his 30 years of teaching at the Minneapolis College of Art and Design and beyond, to the present.

Vince Leo, an Amazon.com reviewer of Peter's award winning book, ***Peter Seitz: Designing a Life***, gives us a hint of the real treat we have in store for us:

"Peter Seitz (1931-Present) is a legendary graphic designer, author, teacher and business owner who served as the first Design Director at the Walker Art Center (Minneapolis, MN) and established the graphic design curriculum at the Minneapolis College of Art and Design. ...

Seitz began his design studies at the Ulm School of Design in Germany, studying with celebrated graphic designers TomÁis Moldonado, Max Bill, and Otl Aicher. He received a Master's of Fine Arts degree in Graphic Design and Photography from Yale University in

1961, studying with Paul Rand, Bradbury Thompson and Herbert Matter.

Upon moving to Minneapolis in 1964, Seitz became the first Director of Design at the Walker Art Center, where he created pioneering exhibitions as well as the groundbreaking journal "Design Quarterly". Seitz went on to organize the Minnesota Chapter of AIGA, Siggraph, and the country's first interdisciplinary design firm, InterDesign. From business, Seitz moved into education, serving as Chair of Design at Minneapolis College of Art and Design from 1971 until 1998.

Seitz followed the road less traveled in all aspects of his career, starting things rather than joining them. At each step, Seitz created communities. Whether conceptualizing the audiences of his Walker years, the innovative businesses of his years as a designer, or the networking potential of digital technology, Seitz understood community as a necessary ingredient to creative lives ... [that] discourse is the heart of creativity and that community is the heart of discourse."

Peter's presentation is sure to help us get involved in just this type of creativity-encouraging community building and discourse!

- Gary Berosik



Peter Seitz photo taken by Katie Beery, manipulated in Photoshop 5.5 by Lori Tews. Cover of Peter's book as shown on Amazon.com

