

# OCTOBER *meeting* HIGHLIGHTS

**Peter Seitz** is a deliberate speaker whose life as a graphic designer, business owner (*InterDesign Inc.*), professor at MCAD, and artist (botanical watercolor paintings and calligraphy) is one in which he has never regretted the choices he has made. His work is prolific as you recognize one after another of his graphic designs from the Minnesota Zoo to Lutheran Brotherhood to the Guthrie Theater to Mount Olivet Church. From skyways to posters to city information signage to the solar panels at the Zoo, he seems to have worked everywhere! Though once a stern taskmaster as a professor—“Get out of here if you’re not in here”—he now appears to be a gentle elder statesman of design.

The name of his business, *InterDesign*, reflects that design is multi-dimensional, incorporating many disciplines—planning, architecture, graphic design, computer science—in a non-linear manner.

Even with all his accomplishments, he is

modest and has a low-key sense of humor. To appreciate his talent, you have to see his designs, his watercolors, and his calligraphy (which he took up only a few years ago to letter on his flower paintings). He has made the most of the opportunities available—the 2009 Calligraphy Connection, Jean Formo’s year-long “Pen-In-Hand” class, and the Denis Brown workshop at the 2011 Midwest Retreat. Regarding the latter, he admits he really struggled for two days where the rule was to disobey the rules.

I really appreciated the opportunity to learn more about this artist, designer, and gentleman.

-Gary Feyen

*Some of Peter’s graphic designs and imaginative calligraphy, from top to bottom: posters incorporating calligraphy and vibrant contrasting color combinations, Lutheran Brotherhood and Minnesota Zoo logos, two calligraphy examples with two very different portrayals of a heart shape.*

*Photos by Gary Feyen*

