

DESIGN MUSEUM

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD

TICKETS: Adults £7; Students + Concessions £4; Free to Under 12s

OPENING: 10.00-17.45 Daily. Last Admission: 17.15

PUBLIC INFORMATION: 0870 833 9955. www.designmuseum.org

ALAN FLETCHER

- Fifty Years of Graphic Work (and Play)

11 November 2006 to 18 February 2007

Alan Fletcher (1931-2006) was among the most influential figures in the history of British graphic design. Co-founder of Fletcher/Forbes/Gill in the 1960's and Pentagram in the 1970s, he created enduring graphic schemes including the identities of Reuters and the V&A. More recently in his role as Creative Director of Phaidon Press he had a major impact on book design. To mark the donation of Fletcher's archive to its collection, the **Design Museum** will present the first retrospective of his work from **11 November 2006 to 18 February 2007**.

By synthesising the graphic traditions of Europe and the US into a spirited, witty and very personal style, Alan Fletcher has defined modern graphic design in Britain since the early 1960's. The **Design Museum** exhibition will explore the ingenuity of Fletcher's commercial work for high profile clients, including Olivetti, ICI and Lloyds, alongside the personal projects in lettering, collage and illustration, with which Fletcher has entertained himself – and us – over the years.

Born to British parents in Kenya in 1931, Fletcher came to Britain as a five year-old to be bought up in West London. Rejecting the rigid grooves of post-war middle class life and enrolling in art school, his contemporaries included Derek Birdsall, Peter Blake, and future partner Colin Forbes. As a student at the Royal College of Art, Fletcher won an exchange to study at Yale in the US, offering the opportunity to be taught by eminent designers such as Paul Rand, and artist Josef Albers. He absorbed as much graphic design in 1950's America as possible, meeting and befriending important talents such as Robert Brownjohn, Ivan Chermayeff and Tom Geismar. He even spent a spell in Los Angeles as assistant to the legendary titles designer Saul Bass. Fletcher returned to London via Italy at the end of the 50's, and in 1962 formed Fletcher/Forbes/Gill, later becoming Crosby/Fletcher/Forbes. He went on to establish Pentagram in 1972, which today, having continued Fletcher's legacy for ideas, craft and professionalism, is widely acknowledged as a world-leading design company.

As Creative Director of Phaidon since 1994, Fletcher set high design standards for the company's books, with such bestselling titles as *The Art Book*, and *The Silver Spoon*. He has also told his personal design philosophy in his own publications including, in 2001, **The Art of Looking Sideways**. Phaidon will publish **Alan Fletcher: Picturing and Poeting** in November 2006.

Supported by the Alan Fletcher Circle of Patrons: Domus, Pentagram and Phaidon Press

For further information and images, please contact Amelia Webb on 020 7940 8787 or media@designmuseum.org