



IDEAS AND THE GRAPHIC ARTS  
**THE WORLDS**  
**OF TOMORROW**  
**OR DID DESIGN**  
**REALLY** SAVE  
**THE WORLD?**

**STEVEN HELLER** – co-chair of the MFA Designer as Author program at the School of Visual Arts, NYC

**Thursday March 17th**  
**7:00PM–9:00PM**

Pratt Institute/Manhattan  
 144 West 14th Street, Rm 213

Register by phone 212 791-3400 x11

**\$15** members, **\$25** non-members – Pay at door add **\$5** to all categories – **Free to Pratt Students, faculty & Staff**

The Future is never what it used to be. What a paradox. We envision something and something else takes its place. This talk is about a variety of futures and many pasts. Its about how design and designers played a role in shaping the image of the future and the reality of the present. Its about science fiction and design fact. It is about how design was good to us and bad to us. The worlds of tomorrow were utopias, but sometimes they didn't quite work they way we would have liked. Sometimes design was at fault. Sometimes it was the reason the future wasn't worse than it was.

**For more information or to register e-mail Ellen Stedfeld at [ny@gag.org](mailto:ny@gag.org) or call 212 791-3400x11**

**Steven Heller**, author and editor of over 130 books on graphic design, satiric art and popular culture, is the co-founder and co-chair of the MFA Designer as Author program at the School of Visual Arts, New York. He is also co-founder of the MFA in Design Criticism, MFA in Interaction Design, MFA Social Documentary Film and MPS Branding programs. On the editorial side, for over 40 years he has been an art director for various underground and mainstream periodicals. For 33 years he was an art director at the New York Times (28 of them as senior art director New York Times Book Review). He currently writes the "Visuals" column for the Book Review and "Graphic Content" for the T-Style/The Moment blog. He is editor of AIGA VOICE: Online Journal of Design, a contributing editor to Print, EYE, and Baseline, and a frequent contributor to Metropolis and IDmagazines. He contributes regularly to Design Observer and writes the DAILY HELLER blog for Print Magazine (<http://blog.printmag.com/dailyheller/>). He is the recipient of the 1999 AIGA Medal for Lifetime Achievement. His website is [www.hellerbooks.com](http://www.hellerbooks.com) <<http://www.hellerbooks.com>> .

