GARY FRIEDMAN

BORN:..............Pittsburgh, Pa.

GREW UP:.......Miami Beach, Florida, including the now historic Deco District.
In those days the sun was your friend and I hung out half the year on
the beach baking in the sun, water skiing, and picking up tourist girls
in the hotels. A fun way to grow up but the cultural life sucked!

EDUCATION: US Army, Fort Jackson, South Carolina: 6 months Reserve basic training.
A real eye-opener for a self-centered Beach bum. This may be hard to
believe but I actually enjoyed it, met all kinds of very weird people, (some
even weirder than Westbeth residents!), got to fire off big weapons
and blow up stuff real good.
University of Florida School of the Arts
Gainesville, Florida, then a sleepy little southern gothic town.
Bachelor of Graphic Design (and minor in world history)
    also studied Photography with master photo montagest Jerry N. Uelsmann
School of Visual Arts Evening Division. Alumni
New York City
    including courses with illustrator Milton Glaser and art director Henry Wolf
Alexey Brodovitch Design Laboratory (a course once taken by Diane Arbus)
New York City

GRAPHIC DESIGNER / ILLUSTRATOR:

George Nelson & Co. Industrial Design / Graphic Design - 1 year
New York City (east-coast partner of Charles Eames)
    Graphics Assistant (Got this job one week after arriving in the Big Apple.)
Random House Publishers - 4 years
New York City
    Senior Graphic Designer for Dell Ray science fiction
    where I worked with publishing legend Judy Lynn Dell Ray
Freelance Graphic Designer / Illustrator: GRAF/X
New York City
    book jackets, editorial art, posters, logos:
    various clients, mainly Doubleday, Holt Rinehart, Citadel Press,
    and Scholastic Magazine

STATEMENT: As a designer who could never draw very well but loved pictures, I was
inspired by.....ok, I swiped!.....Max Ernst's great surrealist idea of making
collages by cutting up and reassembling anonymous old engravings to create
poetic new illustrations. Since I was working to tell a specific story, my work
is less poetic and more narrative, which I called GRAF/X and I've never seen
any ones work that looked the same. Jerry N. Uelsmann's montage photos
and Eastern European poster design were also major influences. When I was
hired for a job I worked literally unguided: "Make me happy" was about as
much instruction as I would be given. The result was a career of almost
complete freedom.
I am now retired because, although I use a computer, I don't enjoy doing
art work on it. I enjoy cutting stuff out with a scissors and pasting
stuff down with rubber cement. Its dirty, not digital. Its sexy, not cyber.