

# Massimo Vignelli

## Quotes

*Design, Fashion, Important, Color, Designer, Years, Discipline, Doctors,  
Fighting, Tables, Thinking, Needs, Graphic Design, Forever, Style, People,  
Information, Ifs, Want, Culture*

I like it to be visually powerful, intellectually elegant, and above all, timeless.

~Massimo Vignelli

There is no design without discipline. There is no discipline without intelligence.

~Massimo Vignelli

Styles come and go. Good design is a language, not a style.

~Massimo Vignelli

If you do it right, it will last forever.

~Massimo Vignelli

If you can design one thing, you can design everything.

~Massimo Vignelli

I see graphic design as the organization of information that is semantically correct, syntactically consistent and pragmatically understandable.

~Massimo Vignelli

You do design because you feel it inside; you have a moral issue to spread quality in our environment.

~Massimo Vignelli

A grid is like underwear, you wear it but it's not to be exposed.

~Massimo Vignelli

The first thing you need to make clear to a client is that you aren't there to answer his wants but to answer his needs.

~Massimo Vignelli

Graphic Design is the communication of information in an appropriate

visual manner.

~Massimo Vignelli

Intellectual elegance [is] a mind that is continually refining itself with education and knowledge. Intellectual elegance is the opposite of intellectual vulgarity.

~Massimo Vignelli

Design is not art. Design is utilitarian, art is not.

~Massimo Vignelli

Good design is ubiquitous and forever.

~Massimo Vignelli

The life of a designer is a life of fight: fight against the ugliness.

~Massimo Vignelli

A designer without a sense of history is worth nothing

~Massimo Vignelli

There are people that thinks that type should be expressive. They have a different point of view from mine.

~Massimo Vignelli

The only way to stay in fashion is never be in. If you are never in fashion, you are never out of fashion.

~Massimo Vignelli

In design, be logical, search for truth, be clear.

~Massimo Vignelli

The repercussion of ugliness is endless.

~Massimo Vignelli

It's not important to develop your own style but your own approach.

~Massimo Vignelli

It is better to starve than get a bad client.

~Massimo Vignelli

Greed is really the religion of vulgarity.

~Massimo Vignelli

Designers take care of everything around us. Everything that is around us, this table, this chair, this lamp, this pen has been designed. All of these things, everything has been designed by somebody.

~Massimo Vignelli

The computer is really like a pencil, you know. It used to be. The pencil can do anything you want to, but you have to do it, and the same is with the computer.

~Massimo Vignelli

One life is too short for doing everything.

~Massimo Vignelli

The pencil you leave it there, and it's dead. It doesn't do anything and it doesn't move by itself. It doesn't offer anything; it's totally submissive to you.

~Massimo Vignelli

I'm not a designer, I'm a sifter. I can sift everything, all the time. My sift level lines keep shaking all the time for everything that is around.

~Massimo Vignelli

Any color works if you push it to the extreme.

~Massimo Vignelli

Scale is extremely important. Scale is not dimensions. Dimensions are physical and scales are mental.

~Massimo Vignelli

Design without discipline is anarchy, an exercise of irresponsibility.

~Massimo Vignelli

If you do the best thing everyday of your life, but nothing shakes you nor shakes the table for you and others, it is stale and its not worth it.

~Massimo Vignelli

The scale relates to everything. The thickness of a pipe, the thickness of a leg of the furniture. Even color could have a scale.

~Massimo Vignelli

...if all people doing desktop publishing were doctors we would all be dead!

~Massimo Vignelli

Middle management is a disease.

~Massimo Vignelli

You cannot play the piano by telling a pianist what to do, go a little more to the left or to the right. And the same is for the computer, really. You have to play yourself to get the most out of it.

~Massimo Vignelli

Most of the manufacturers they tend to design things to sell they are more interested in the money side than anything else.

~Massimo Vignelli

### **Related Links:**

- Design Quotes
- Fashion Quotes
- Important Quotes
- Color Quotes
- Designer Quotes
- Years Quotes
- Discipline Quotes
- Doctors Quotes
- Fighting Quotes
- Tables Quotes
- Thinking Quotes
- Needs Quotes
- Graphic Design Quotes
- Forever Quotes
- Style Quotes
- People Quotes
- Information Quotes
- Ifs Quotes
- Want Quotes
- Culture Quotes