

Paula Scher

Quotes

*Design, Thinking, People, Marketing, Art, Expectations, Want, Different,
Creative, Technology, Designer, Purpose, Done, Wow, Kids, Jobs, Needs,
Understanding, Use, Evil*

It's through mistakes that you actually can grow. You have to get bad in order to get good.

~Paula Scher

It took me a few seconds to draw it, but it took me 34 years to learn how to draw it in a few seconds.

~Paula Scher

The best way to accomplish serious design ... is to be totally and completely unqualified for the job.

~Paula Scher

Words have meaning, type has spirit.

~Paula Scher

Be culturally literate, because if you don't have any understanding of the world you live in and the culture you live in, you're not going to express anything to anybody else.

~Paula Scher

The goal of design is to raise the expectation of what design can be

~Paula Scher

The job of the designer is to make things understandable, usable, accessible, enjoyable... important to a public, that involves the public.

~Paula Scher

The work needs to get out of your head and on to the table, and it needs to be done from the heart.

~Paula Scher

If I get up every day with the optimism that I have the capacity for growth, then that's success for me.

~Paula Scher

Your name is Windows. Why are you a flag?

~Paula Scher

Design is the art of planning, and it is the art of making things possible.

~Paula Scher

Great design is serious, not solemn

~Paula Scher

Identities are the beginning of everything. They are how something is recognized and understood. What could be better than that?

~Paula Scher

Beige is the color of indecision.

~Paula Scher

Whatever you design[/make/build], use it to raise the expectations of what can be achieved

~Paula Scher

I love the big scale and immediate impact of posters. They're my favourite things to design.

~Paula Scher

Helvetica is the font of the Vietnam War.

~Paula Scher

Art has no purpose. It exists for its own sake.

~Paula Scher

All the little risks I took were sort of like all the apartments I had moved into: I was finding the right spot.

~Paula Scher

I think that the ability of people to accept new things is growing, and that's good for all of us.

~Paula Scher

Planning is design. As a designer what I tend to do, and what's different from being a painter, is that I interact with other people, and the people have things they need to have happen.

~Paula Scher

What you do is look at yourself and find your own way to address the fact that the times have changed and that you have to pay attention. You can't be a designer and say, "Oh, this is timeless".

~Paula Scher

I think design, to a degree, is more generous and more humanistic than art, though great art can move us more.

~Paula Scher

All maps are distorted, they are not literal fact.

~Paula Scher

I think that it's a great time to be a designer.

~Paula Scher

When I paint I do a different thing than when I design. But both involve aesthetics, both involve thought, both involve planning.

~Paula Scher

To me what really matters is that it shouldn't matter to you what day of the week it is.

~Paula Scher

Creativity has to do with what came before you immediately, not what came before you a long time ago.

~Paula Scher

Stefan Sagmeister says that nobody innovates past forty-five, but I think he's wrong. I want to keep doing it.

~Paula Scher

I find that I'm at my least creative point when I am doing something that I've done in repetition and I know all the rules - I never break the rules because I know them.

~Paula Scher

I wasn't a very good illustrator so I became a designer.

~Paula Scher

New Zealand looks like the future to me

~Paula Scher

Your work gets destroyed by dumb people and it gets enhanced by smart people and it really doesn't have anything to do with marketing.

~Paula Scher

Design exists to serve some purpose.

~Paula Scher

Design always has a purpose, art has no purpose. That's really the difference between them. Do I think one is better than the other? Absolutely not. I think they both fulfill functions.

~Paula Scher

Design really can be anything.

~Paula Scher

What makes me say "wow" is usually something I haven't encountered, in a new way... something I haven't encountered before or something I

have encountered that I see in a new way.

~Paula Scher

I don't want people to think about my age. Not because I don't want them to know my age, I just don't want them to think about it, I don't want it to be a factor.

~Paula Scher

I do different things. I'm a designer. I'm a painter.

~Paula Scher

What I hate is when something I've done is replaced by something better than what I've done. It's really embarrassing.

~Paula Scher

I always drew. I was, you know, the school artist. I was the person who made the posters for the prom. That's who I was.

~Paula Scher

You can't say there shouldn't be marketing and (that) marketing is a bad thing.

~Paula Scher

Marketing is a necessary part of the creative process.

~Paula Scher

Some people are in stultifying environments where there are rigid rules and rituals and they need that to thrive, where other people are just asphyxiated by stuff like that.

~Paula Scher

Really, everything is designed.

~Paula Scher

You can build an ordinary hot dog stand or you can build a spectacular one, and you can do it sometimes without that much difference in money - if somebody thinks about it.

~Paula Scher

If I know something well, it no longer makes me say "wow" even if it's really terrific, even if it's a great iteration of it, because I know it well.

~Paula Scher

I know that in my own work I'm able to do all kinds of things I never thought I'd be able to do.

~Paula Scher

I love that the level of mediocrity rises.

~Paula Scher

Design always has a purpose.

~Paula Scher

I'm most proud of the fact that I get to keep growing.

~Paula Scher

If people that made products didn't market them and sell them we'd have no economy and nobody would be working.

~Paula Scher

I'm hoping that I continue to be innovative on things that are tremendously visible and are still important projects.

~Paula Scher

I'm not from a generation of kids that grew up on a Mac.

~Paula Scher

We become different people and we adapt to our environments, but

that doesn't have anything to do with being creative.

~Paula Scher

The idea of retirement seems to imply that you stop doing what you always did. Why would you do that? I don't get that.

~Paula Scher

Planning involves considering how other people may use something.

~Paula Scher

I like what I do. So why would I want to stop doing it?

~Paula Scher

I think that the notion of being creative is the notion that, inwardly, you assume that many things are possible. And that you can try these things and that something will happen.

~Paula Scher

When I don't know all the rules I'm just wild.

~Paula Scher

I've become much more interested in architecture than I've ever been.

~Paula Scher

Marketing is not inherently bad. That's just dumb. That's said by somebody that isn't doing enough work.

~Paula Scher

I get to work on things I've never done before and I get better at it, and I can do things that are innovative. Which I've done in my fifties, and want to continue to do through my sixties.

~Paula Scher

Marketing is neither good nor evil.

~Paula Scher

My expectation is that technology always changes.

~Paula Scher

What makes me say "wow" continually changes. It changes based on what I know.

~Paula Scher

You have to have a lot of kids.

~Paula Scher

We don't do everything the same way we always did it. We just don't.

~Paula Scher

As a painter I make up projects for myself to express myself. And there's no client, there's no direction.

~Paula Scher

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