

Saul Bass

Quotes

*Thinking, Design, Trying, Believe, Creative, Beautiful, Ideas, Essence, Moving,
Pushing It, Order, Kindness, Play, Radical, Self, Names, Emotional, Bass, Way,
Limits*

Interesting things happen when the creative impulse is cultivated with curiosity, freedom and intensity.

~Saul Bass

Try to reach for a simple, visual phrase that tells you what the picture is all about and evokes the essence of the story

~Saul Bass

Design is thinking made visual.

~Saul Bass

I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent.

~Saul Bass

Failure is built into creativity... the creative act involves this element of 'newness' and 'experimentalism,' then one must expect and accept the possibility of failure.

~Saul Bass

You know, whenever I was presented with a challenge that brought up feelings of fear or self-doubt, I almost always said, 'Yes'.

~Saul Bass

Logos are a graphic extension of the internal realities of a company.

~Saul Bass

Have you ever thought that radical ideas threaten institutions, then become institutions, and in turn reject radical ideas which threaten institutions?

~Saul Bass

I often think that presentations are more difficult than the work itself.

~Saul Bass

Whether or not you believe in God, you can probably sign on to the idea that being kind to others is divine. Just remember to include yourself in that circle of kindness.

~Saul Bass

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