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In *Make It Bigger* (published in 2002 by Princeton Architectural Press) Paula Scher surveys her three decades of work (so far) and provides a firsthand account of the complex interpersonal dynamics that dictate so much of the design process. The book features over 200 examples of work, several new essays, and a series of humorous diagrams that illustrate the mechanics of meeting dynamics, approval processes, and office layouts for peons and executives.

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Paula Scher worked with associate designer Courtney Gooch to create the identity for *Period Equity*, a non-profit that is dedicated to providing affordable and safe access to menstrual products in the United States.

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Scher specified the size of the poster, a red-and-black color palette, and assigned the letters. Scher did the g and i. Ambassador Arts, c.1988 Ambassador Arts, a silkscreen printing company, adopted the "Big A" as its identity and suggested the creation of an entire alphabet.

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Make it Bigger provides a survey of Scher's groundbreaking work, from her designs as art director at Columbia Records, to her identity for New York's Public Theater, to her recent work for the New York Times, Herman Miller, and the American Museum of Natural History's Rose Center planetarium.

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Make It Bigger, Paperback by Scher, Paula, ISBN 1568985487, ISBN-13 9781568985480, Brand New, Free shipping in the US An outspoken voice in the world of graphic design for more than twenty years, Paul Scher has developed a worldwide reputation for her bold, modern graphics and her incisive critiques of the design profession.

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AIGANY by Paula Scher. This print looks like a negative photo of the empire state building. To keep the image from disappearing behind the words the artist places the words side w

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