

Carin Goldberg Curriculum Vitae

Education

BFA, Cooper Union for the Advancement of Science and Art, New York City, 1975

Professional Experience

Principal, Carin Goldberg Design, 1982 to present

Design and Art Direction for record covers, book covers, magazine prototypes, book design, editorial illustration, and poster design for the following clients: Motown Records, Interscope Records, Warner Brothers Records, EMI Records, Nonesuch Records, Simon & Schuster, Random House, Alfred A. Knopf, Farrar Straus & Giroux, Harper Collins, Doubleday, Hyperion, Houghton Mifflin, Little Brown, Scribners, Pantheon, Atlantic Monthly Press, Other Press, The Hearst Corporation, Martha Stewart Omnimedia, Time Inc., Fast Company, Newsweek, The New York Times, New York Magazine, The Atlantic, Meredith Corporation, Conde Nast, The School of Visual Arts Press, Corraini Edizione...

Consultant, AR New York, 2006

Brand consulting for an advertising and brand agency with a fashion focus. Accounts included the Gap and a celebrity fashion line for country star Tim McGraw.

Design Consultant/designer, MSLO, 2007

Prototypes for Martha Magazine and M Magazine.

Creative Director, Time Inc. Custom Publishing, 2003-2004

Design and art direction of publications for Citigroup, Microsoft, Gallup Management Journal, Charles Schwab, Fidelity Bank, Wachovia, Ford, Mercury, Lexus, Unilever, Hallmark and the Humane Society, among others.

Consultant, Time Inc. Custom Publishing, 2000-2001

Design and art direction of publications for the New York Stock Exchange and the Gallup Organization.

Nonesuch Records, packaging design, 1985-1988

Design of complete catalog; artists include Steve Reich, John Adams, Caetano Veloso and Le Mystere des Voix Bulgares

Mademoiselle Magazine, editorial design, Conde Nast, 1982-1983

CBS Records, packaging design, 1979-1981

Design of record covers for artists including Glenn Gould, Yo-Yo Ma and Sly and the Family Stone

Atlantic Records, packaging design, 1978

Design of record covers for artists including Bette Midler and Chic

CBS Records, advertising design, 1977

Design and art direction of promotion for artists including Patti LaBelle, Carole King, and Earth, Wind & Fire

CBS Television Network, corporate design and advertising, 1975-1977

Recent Projects

Monumentale: alphabet/rubber stamps 2015, Corraini Edizione, Milan 2015

http://www.corraini.com/it/catalogo/scheda_libro/1188/Monumentale

Blue Lararium: The American Academy in Rome 2015

125: Anniversary Book, Hearst Corporation, 2012

September Morning: Ten Years of Poems from the 9/11 Ceremonies, New York City, 2012

Affiliations

President, American Institute of Graphic Arts New York Chapter, 2006–2008

Served on board of directors from 2002 to 2004.

Curated the following talks, events and exhibitions for AIGA/NY:

Passion/Payoff: Are You A Designer? Moderated by Steven Heller

Body Language: Fashion Meets Graphic Design

Cause and Effect: Design as Change Agent

Crouwel/Vignelli

Sagmeister: Things I've Learned In My Life So Far

T/Style: Janet Froelich and Stefano Tonchi talk about The New York Times T Magazine

Music Man: Niklaus Troxler

A/Z: Helvetica/The Movie/New York Premiere

Collaborate/Celebrate: Twenty-Two virtuoso design couples collaborate and create a work of art /design using a pair of standard black rubber boots. All proceeds to First Book and the AIGA Mentoring Program.

Member of Alliance Graphique Internationale (AGI), 1999 to present Served on International Executive Committee, New Members for Japan, Amsterdam, Chicago and Istanbul congresses, 2006-2009.

USA President, AGI, 2005-2009. <http://www.a-g-i.org/>

Awards/Citations/Fellowships

Cynthia Hazen Polsky and Leon Polsky Rome Prize for Design 2014-15

<http://aarome.org/news/features/2014-15-rome-prize-winners-announced>

The Cooper Union Augustus Saint-Gaudens Award for Art, 2012

This award is presented annually for professional achievement to a graduate (s) of The Cooper Union School of Art.

<http://cooperalumni.org/about/hall-of-fame/augustus-saint-gaudens-award-winners-2/>

AIGA Gold Medal, 2009

Awarded since 1920 to individuals who have set standards of excellence over a lifetime of work or have made individual contributions to innovation within the practice of design.

<http://www.aiga.org/video-gala-2009-goldberg/>

<http://www.adweek.com/digital/pablo-ferro-carin-goldberg-doyald-young-awarded-aiga-medals-at-legends-gala/>

The Cooper Union President's Citation, 2009

...for "exceptional contributions to the field of graphic design...awarded annually at commencement to distinguished individuals who have made important contributions to art, architecture, and engineering, or interdisciplinary studies. This citation recognizes outstanding citizenship, ethics and social responsibility."

Art Directors Club Grandmasters Award for Excellence in Education, 2008

Gold Pencil, The One Club, 2006

AIGA 50 Books/50 Covers, 2006

Silver Medal, Art Directors Club, 1994

Two-time recipient, Literary Marketplace Award, 1993

Work consistently represented in awards exhibitions and competitions presented by the Type Directors Club, the Art Directors Club, the Society of Publication Designers, the American Institute of Graphic Arts, Print, Communication Arts, How, Step Inside Design and Graphis. Hundreds of merit award certificates received from above competitions.

Exhibitions

***Study Abroad; Artist as Immigrant*, Hewitt Gallery of Art, Marymount College, New York November 2015**

<http://www.mmm.edu/live/news/1696-study-abroad-the-artist-as-immigrant>

***Milk Revolution/Cinque Mostre*, The American Academy in Rome**

Curated by Ilaria Marotta and Andrea Bacon of CURA January 2015

<http://www.aarome.org/event/cinque-mostre-2015>

<http://www.art-agenda.com/shows/milk-revolution-at-the-american-academy-in-rome-compiled-by-cura/>

***Image of The Studio: A Portrait of New York City Graphic Design*, Herb Lubalin Study Center,**

The Cooper Union, New York, 2013

<http://imageofthestudio.com/studio/carin-goldberg-design>

***American Dream: Dans l'Atelier de Carin Goldberg*, New York, 30-Year Retrospective,**

Centre du Graphisme, Musée Géo-Charles, Échirolles, France, 19 November 2010 - 31 January 2011

<http://www.graphisme-echirolles.com/pdf/lettre/echirolles-09-en.pdf>

***Benchmarks: Seven Women in Design*, Center Gallery, Fordham University Lincoln Center,**

June 2011

<http://news.fordham.edu/arts-and-culture/art-show-highlights-pivotal-moments-for-designing-women/>

The School of Visual Arts, Subway Poster/Billboard, New York, August 2010-2011

400 posters hung throughout 200 subway stations New York City-wide. Large scale billboard hung on the School of Visual Arts building, 23rd Street and 3rd Avenue.

***Women In Design*, TCC Visual Arts Center, Tidewater Community College, Portsmouth, Virginia,**

8 May - 24 June 2010

***Trigger: Projects Initiated by Graphic Designers*, Fordham University, New York,**

14 December 2005 – 3 February 2006

***Superwoman: Hong Kong Poster League Episode II*, Hong Kong Heritage Museum, Hong Kong,**

27 November 2002 – 31 March 2003

http://www.heritagemuseum.gov.hk/archive/eng/exhibitions/Past_Exhibitions_24.html

***Mixing Messages: Graphic Design in Contemporary Culture*, Cooper-Hewitt, National Design**

Museum, New York, 16 September 1996 – 17 February 1997

***Graphic Design in America: A Visual Language History*, Walker Art Center, Minneapolis, 1989**

***Image of The Studio: A Portrait of New York City Graphic Design*, Herb Lubalin Study Center of**

Design and Typography, 41 Cooper Square Gallery, New York October 2013

<http://imageofthestudio.com/>

Books, Authored

Catalog, Stewart, Tabori and Chang, 2001

<http://www.eyemagazine.com/review/article/the-book-as-dark-musty-gallery>

Un Sedicesimo 14a

http://www.corraini.com/it/catalogo/scheda_libro/437/Un-Sedicesimo-14a

Selected Books, Featured

The Hand of The Graphic Designer, Moleskine/Fondo Ambiente Italiano, 2011

<http://www.moleskine.com/us/the-hand-of-the-graphic-designer>

Detour, Moleskine

http://www.moleskine.com/us/authors/carin_goldberg

Smärta, Hjärta, *Hall of Femmes: Carin Goldberg*. Oyster Press, 2010

Adams, Sean, *Masters of Design: Corporate Brochures: A Collection of the Most Inspiring Corporate Communications Designers in the World*. Rockport Press, 2009

Gomez-Palacio and Vit, *Design Referenced*. Rockport Press, 2009

Gomez-Palacio and Vit, *Women of Design*. How Books, 2008

Saville, Laurel, *100 Habits of Successful Publication Designers*. Rockport Press, 2008

Bos, Ben and Elly, eds. *AGI: Graphic Design Since 1950*. Thames and Hudson, 2007

Millman, Debbie, *How to Think Like A Great Graphic Designer*. Allworth Press, 2007

Designers League (China), *The Selected Works of Global Top Designers*. 2007

The Ultimate Graphic Element Collection (China). 2007

Drew, Ned and Paul Sternberger, *By Its Cover: Modern American Book Cover Design*. New York: Princeton Architectural Press, 2005

Poynor, Rick. *No More Rules: Graphic Design and Postmodernism*. London: Laurence King Publishing / New Haven: Yale University Press, 2003

Remington, Roger R., *American Modernism: Graphic Design, 1920 to 1960*. New Haven: Yale University Press, 2003

Kirkham, Pat, ed. *Women Designers in the USA, 1900-2000: Diversity and Difference*. New York: The Bard Graduate Center for Studies in the Decorative Arts, Design and Culture / New Haven: Yale University Press, 2000

Friedl, Friedrich, Nicolaus Ott, and Bernard Stein, eds. *Typography: When Who How*. Cologne, Germany: Könemann Verlags, 1998

Meggs, Phillip B., *A History of Graphic Design*, 3rd Edition. New York: John Wiley & Sons, 1998

Who's Who in Graphic Design. Zürich: Benteli-Werd Verlags AG, 1995

Meggs, Philip B., *Type & Image: The Language of Graphic Design*. New York: Van Nostrand Reinhold, 1989

Selected Press

Cimitero Monumentale; a tour of the famous Milanese cemetery discussing the inspiration for an alphabet/set of rubber stamps designed for Corraini Edizione, Milan 2015

<https://www.youtube.com/watch?v=0vZBmaNJ62o>

http://www.corraini.com/it/catalogo/scheda_libro/1188/Monumentale

<http://video.d.repubblica.it/attualita/carin-goldberg-tour-al-cimitero-monumentale-potere-e-storia-del-lettering-italiano/4747/4891>

http://www.askanews.it/regioni/lombardia/carin-goldberg-il-cimitero-monumentale-e-la-sua-tipografia_711811931.htm

<https://www.behance.net/gallery/44217803/Monumentale-by-Carin-Goldberg>
allalricercardeircfontaperduti-8laF54zRVwpbtPwN0cxYsK/pagina.htm

<http://www.illibraio.it/grafica-guida-cimitero-monumentale-milano-337853/>

<http://www.msn.com/it-it/salute/fitness/carin-goldberg-il-tour-al-cimitero-monumentale-potere-storia-e-suggestione-del-lettering-italiano/vi-BBt6NSv>

http://blog.ikosweb.it/blog/165_i-timbri-di-italo-lupi-e-carin-goldberg-per-corraini.htm

Graphic Design Star Embraces Challenges of Selling Work Online, DNAinfo New York, October 2012
<http://www.dnainfo.com/new-york/20121008/civic-center/graphic-design-star-overcomes-challenges-of-selling-work-online>

My Best Work, HOW Design, October 2009
<http://www.howdesign.com/design-creativity/mbwoct09/>

Deceptively Conceptual, John Updike, The New Yorker, 17 October 2005
http://www.newyorker.com/archive/2005/10/17/051017crbo_books

Memorable Moments: Women Working in Design, 1900-1980, Step Inside Design, November/December 2005

<http://www.adamsmorioka.com/step-qa-carin-goldberg>

Catalog, Dan Nadel, Eye 44, Summer 2002

Carin Goldberg's Variations on Book Design, Ellen Lupton, Graphis, No. 336, 2001

<http://blog.graphis.com/carin-goldbergs-variations-on-book-design/>

A Common Thread, Akiko Busch, Metropolis, May 2001

Profile of Carin Goldberg, Lanny Sommese, Novum, July 2000

Design: Getting Out and Mixing It Up in the Rialto, Kurt Andersen, Time, 19 March 1990

The Women Who Saved New York, Philip B. Meggs, Print (New York January/February 1989)

A Creative New Wave in Book Design, Maggie Malone, Adweek, 2 February 1987

Judging a Book by Its Cover, Gini Sikes, Metropolis, December 1986

The Cover Artists, Publishers Weekly, 24 January 1986

Lectures/Talks/Workshops

Artists Retreat: Prague Quadrennial, March 2016

<http://www.pq.cz/en/>

The American Academy in Rome, December 9 2014

<http://www.aarome.org/news/features/carin-goldberg-curates-the-vernacular-ephemera-of-rome>

Image Of The Studio: Afraid to Ask/Hard to Answer

<http://imageofthestudio.com/exhibition>

Panelist: SEGD Conference, "The Bridge," June 2012.

AIGA/NY: Teaching Design with Carin Goldberg, 21 April 2011

<http://www.flickr.com/photos/aigany/sets/72157626626820252/>

The One That Got Away, AIGA/NY, Galapagos Art Space, Brooklyn, NY, 12 January 2010 <http://www.zeldman.com/2010/01/08/aigany-members-series-the-one-that-got-away/>

Inspiration/Motivation, Keynote Speaker: Make/Think. AIGA National Conference, Memphis, TN, 8-11 October 2009

Alliance Graphique Internationale Congress. *Every Single Thing I Have Ever Designed In My Whole Entire Life*, October 2008

Art Director's Club, New York. *Underconsideration: Opposites Attract; Dana Arnett and Carin Goldberg*, 16 October 2008

http://www.underconsideration.com/oppositesattract08/archives/cat_arnettgoldberg.php

Keynote Speaker: AGDA Design Conference. Adelaide, Australia, October, 2008

Framing a Career, Helsinki, Finland, September, 2008

Who What Where Why How + Goldberg Variations, Institute of Creative Production and Arts Magazine, Ljubljana, Slovenia, 20-21 May 2008.

Drexel College, Antoinette Westphal College of Media Arts & Design, 10 April 2008

TDC Salon. 15 November 2007

Truth, AIGA/Minneapolis Design Camp. October 2007

5 Projects: Start to Finish, AIGA, New York, 30 October 2002

The Typographic Circle/The Type Directors Club, London, 20 May 1997

Characters in Type, The Type Directors Club, New York, 10 April 1997

Blogs and Podcasts

A Life in Words and Letters: Carin Goldberg, 2012

<https://vimeo.com/34862742>

Studio Visit: Carin Goldberg, Fab.com, 2012

<https://vimeo.com/35401333>

Designers and Books, 2011.

<http://www.designersandbooks.com/designer/booklist/carin-goldberg>

Fast Company's *United States of Design* Cover Art Challenge, 2011

<http://www.youtube.com/watch?v=h9SrWQNr2BI&feature=related>

Tools of My Father, Best Made, 2010

<http://www.bestmadeprojects.com/post/676097578/above-hand-tied-flies-by-martin-goldberg-tools-of>

Carin Goldberg: Problem Solver, Covered Up, 2010

<http://bookdesigners.com/blog/carin-goldberg-problem-solver>

Success Secrets from Carin Goldberg, 2010

<http://thesherwoodgroup.com/interviews/interview-with-carin-goldberg/#.WS9a7RPytm8>

AIGA Make/Think Design Conference, 10 October 2009

<http://www.aiga.org/aiga-design-conference-2009-videos>

AIGA/NY: *Those Who Can Teach; Celebrating the 40-Year Legacy of Richard Wilde*, 26 October 2009

The Wilde Ones, 2009

<http://adland.tv/commercials/wilde-ones-preview-2009-usa>

<http://vimeo.com/7967892>

Carin Goldberg: AIGA Medalist Interview, Lynda.com, 2009

<http://www.youtube.com/watch?v=rWCPzXgNcGI>

Design Matters with Debbie Millman, 3 March 2006

<https://soundcloud.com/designmatters/design-matters-with-debbie-24>

Moleskine Sketchbook Project (video), 2007

http://www.moleskine.com/events/detour/artists/carin_goldberg.php

Teaching

Adjunct Professor, School of Visual Arts, New York City: Department of Graphic Design, Undergraduate, 1983 to present: Typography and Design, Senior Portfolio Thesis, Design History, Editorial Design/Digital Publishing

Workshop: Mimaster Illustrazione, Milan, Italy May 2016

Masterclass: Centre du Graphisme, Echirolles, France, November 2010

School of Visual Arts Masters Program: Independent Study Advisor, 2009-2010

The Cooper Union: Graphic Design Studies, Undergraduate, Visiting Professor

Tyler School of Art: Graphic Design Studies, Visiting Professor

Maryland Institute of the Arts: Graphic Design Studies, Visiting Professor

Carin Goldberg Bio

Carin Goldberg was born in New York City and studied at The Cooper Union School of Art. She began her career as a staff designer at CBS Television, CBS Records and Atlantic Records before establishing her own firm, Carin Goldberg Design in 1982. Her image making expanded to book jacket design, publication design, brand consulting, editorial illustration, authorship/ curation, and poster design.

She has lectured and exhibited internationally, and her work is in the permanent collections of the Bibliothèque nationale de France, The Cooper-Hewitt Design Museum and the Hong Kong Heritage Museum.

In 2009 she received the American Institute of Graphic Arts Gold Medal and in 2012 The Cooper Union awarded her the Augustus Saint-Gaudens Medal for distinguished achievement in art. That same year she received The Cooper Union President's Citation for "exceptional contributions to the field of graphic design... recognizing outstanding citizenship, ethics and social responsibility".

In 2010 a retrospective of her work and career was exhibited at Musée Géo-Charles, Échirolles, France, part of the Le Mois du Graphisme Festival.

In 2008 Carin completed a two-year term as president of the New York Chapter of the American Institute of Graphic Arts and served on the chapter's board from 2002 to 2004. Carin has been a member of the Alliance Graphique Internationale since 1998 and served on its board of directors from 2006-2009.

Carin has taught Typography and Senior Portfolio Thesis, Design History and Editorial Design at the School of Visual Arts in New York City for 35 years and is one of the first recipients of the Art Directors Club Grandmasters Award for Excellence in Education.

In 2014 Carin won the Cynthia Hazen Polsky and Leon Polsky Rome Prize for Design and spent six-months at The American Academy in Rome where she earned her fellowship.