

Saul Bass

1920 – 1996

Saul Bass (1920-1996) enjoyed a career as a graphic designer, whose work for companies such as AT&T, Bell Telephone, Esso, and United Airlines provided them with some of the most memorable brands of the 20th century. His film titling work and poster design for Hollywood's greatest studios and directors, however, earned Bass a unique place in American graphic arts.

Born in The Bronx, New York, Bass's passion for drawing and illustration appeared early in life, Though he found some opportunities in New York as a freelance graphic artist, his greatest success came after moving to Los Angeles in 1946. His major breakthrough came when he designed the titling sequences for "Carmen Jones." Bass transformed an otherwise mundane title sequence to the movie into an exciting experience for theatre viewers. More commissions from other directors soon followed, including Billy Wilder (*The Seven Year Itch*) and Robert Aldrich (*The Big Knife*).

Then came the film that firmly established his reputation, Preminger's *The Man with the Golden Arm*, with its still dazzling sequences and memorable cutout image of the addict's arm. Other famous films bearing Bass's edgy and graphically arresting touch included Hitchcock's *Vertigo*, *North by Northwest*, and *Psycho*; Kubrick's *Spartacus* and *The Shining*; Scorsese's *Goodfellas* and *Casino*; and Spielberg's *Schindler's List*.



