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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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Books

She is the author of Make It Bigger (2002) and MAPS (2011), both

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published by Princeton Architectural Press, and the subject of Paula Scher: Works (2017), edited by Tony Brook and Adrian Shaughnessy and published by Unit Editions.

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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: Make It Bigger. There's a Seinfeld episode where Kramer hits on the idea of producing a coffee-table book about coffee-table books. I wonder how long it will be before somebody makes a design book about design books about designers. The past

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few years have seen a flurry of huge "vanity" monographs by and about the likes of Milton Glaser, Bruce Mau, Tibor Kalman, Stefan Sagmeister, John Maeda and Vaughan Oliver.

~~Eye Magazine | Review | Paula's got a big bad book (text ...~~

Paula Scher Is a well-known author, some of his books are a fascination for readers like in the Make It Bigger book, this is one of the most wanted Paula Scher author readers around the world.

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