

PAULA

S C H E R



Her early career started with a job as a layout artist for Random House children's books when she first moved to New York City. In 1972, she was brought on to CBS Records' advertising and promotions department before she left for competing company, Atlantic Records, in 1974, where she became the art director and began designing

In her time at Pentagram, Scher began teaching at SVA (School of Visual Arts) in New York, along with positions at the Cooper Union, Yale University and the Tyler School of Art. She has received more than 300 awards from international design associations as well as a series



“DESIGN CAN
BE REALLY
ANYTHING”

In 1994, Scher was the first designer to create a new identity and promotional graphics system for The Public Theater, a program that, according to Pentagram, influenced much of the graphic design created for theatrical promotion and for cultural institutions in general. Furthermore, her graphic identities for Citibank and Tiffany & Co. have

After leaving Atlantic Records to work on her own, Scher took an eclectic approach to typography which became extremely influential in design. She founded her own company, Koppel & Scher, with business partner Terry Koppel, before eventually landing as principal at Pentagram today.

