



Steve Frykholm Awarded 2010 AIGA Medal

HERMAN MILLER'S CREATIVE DIRECTOR RECOGNISED FOR EXCEPTIONAL ACHIEVEMENT



For more information visit <http://www.aiga.org/content.cfm/news-20100408>

Earlier this month, Herman Miller's own creative director, Steve Frykholm, was named one of three recipients of the 2010 AIGA Medal – the highest honour of the American graphic design profession. It is awarded to individuals in recognition of their exceptional achievements, services, or other contributions to the field of design and visual communication.

AIGA executive director Richard Grefé said, "AIGA is proud to recognise the 2010 Medalists for their exceptional contributions to the field of design. Each has contributed to the way design can intrigue the spirit, engage curiosity, enhance business, explore creative use of visual technique, and communicate value that is respected by business, society and our popular culture."

Steve has directed Herman Miller's graphic identity for 40 years. His iconic work has been widely published and exhibited at institutions including the Museum of Modern Art, The Cooper-Hewitt, National Design Museum and the Danish Museum of Decorative Art.

As Cheryl Heller, chair of the AIGA awards committee noted, "Each medalist this year is completely unique, yet all three are stellar examples of how to be a true leader and live a life in design."

As the creative director and vice president of Herman Miller, Frykholm has demonstrated the ability of great design to influence business and has in turn influenced many corporations to follow suit.