JENNIFER MORLA

Since opening Morla Design in 1984, Jennifer Morla has paired wit and elegance on everything from motion graphics and branding to retail environments and textiles. She is the recipient of graphic design's most honored awards: *The Cooper Hewitt/Smithsonian National Design Award* and *The AIGA Medal*.

Morla's work is included in numerous museum collections including the *Museum of Modern Art in New York*, *LA County Museum*, and the *Smithsonian Museum*. She has had solo exhibitions at *DDD Gallery* in Japan and at the *San Francisco Museum of Modern Art*, which has acquired over 50 pieces of her work for their permanent collection. Her work has been published extensively, most notably in *Meggs' History of Graphic Design*.

Morla's clients include Levi Strauss, MTV, Apple, Stanford, the Mexican Museum and Design Within Reach. For her accomplishments with DWR, the company was awarded the prestigious AIGA Corporate Leadership Medal for the successful interaction between aesthetics and business pragmatics.

Originally from Manhattan, she studied conceptual art at the Hartford Art School/ University of Hartford and received her BFA in Graphic Design from Massachusetts College of Art in Boston. Morla moved to San Francisco in 1978. She was the Senior Designer for broadcast and print at PBS/SF and Art Director at Levi Strauss & Co. prior to opening her studio at 28 years old.

Morla lectures and judges internationally and was a professor of senior level design at California College of the Arts for over 20 years. She is an elected member of Alliance Graphique Internationale (AGI), an international design organization based in Zurich. She has served on the boards of national art and design organizations, is past Chair of SFMoMA's Architecture and Design Forum, received the 2021 Distinguished Alumni Award from Massachusetts College of Art.

Morla is currently on the Accessions Committee at SFMoMA, a Board Director at Letterform Archive, The Center for Architecture and Design, and is a Creative Advisor for Arion Press. She is an Executive Juror for the Academy of Digital Arts, the Webby Awards, since 2001.

Her monograph, *Morla : Design,* published by Letterform Archive, offers insight into her creative process and features 150 of her studio's projects.

https://tinyurl.com/morladesignbook

EDUCATION

Massachusetts College of Art, Boston, MA BFA Graphic Design, 1978

Hartford Art School, University of Hartford, Hartford, CT (Major: Conceptual Art) 1974-1976

WORK HISTORY

1984-Present Morla Design, San Francisco, *Designer and Founder*

1992-2014 **California College of the Arts**, San Francisco, *Adjunct Professor*

2006-2009 **Design Within Reach** San Francisco, *Chief Creative Officer/Chief Marketing Officer*
1981-1984 **Levi Strauss & Co.,** San Francisco, *Art Director*

1978-1981 **KQED/PBS**, San Francisco, *Senior Designer*

PROFESSIONAL RECOGNITION | LIFETIME ACHIEVEMENT| BOARD APPOINTMENTS

Alliance Graphic International, (A.G.I.) Invited member, 1999-Present

Massachusetts College of Art and Design, Distinguished Alumni Award, 2021

Graphis Design Master, 2019

Cooper Hewitt, Smithsonian National Design Award, 2017

AIGA Medal, Communication Design, 2010

AIGA Corporate Design Leadership Award, Design Within Reach, 2008

AIGA Fellowship Award, 2008

SFMoMA Accessions Committee: Architecture and Design, 1995-present

Letterform Archive, Board of Directors, 2017-present

Arion Press, Creative Advisory Committee, 2021-present

SFMoMA, Board of Directors, 2014-2017

SFMoMA Chair A+D Forum, 2014-2017

AIGA, National Board of Directors, 1999-2001

AIGA San Francisco, President of the Board,1991-1993

MUSEUM ACCESSIONS | PERMANENT COLLECTIONS

Chaumont National Graphic Design Center | **13 acquisitions**, Chaumont, France

Cooper Hewitt, Smithsonian Design Museum | **1 acquisition**, New York, NY

Denver Art Museum, Architecture and Design | **8 acquisitions**, Denver, CO

Henry Ford Museum, **10 acquisitions**, Dearborn, Michigan

Letterform Archive, *the Morla Archive* | **128 acquisitions**, San Francisco, CA

Library of Congress | **2 acquisitions**, Washington, D.C.

Los Angeles County Museum, LACMA | **17 acquisitions**, Los Angeles, CA

Montreal Museum of Fine Arts | 1 acquisition, Montreal, Canada

Museum of Modern Art, Architecture and Design | **2 acquisitions**, New York, NY

San Francisco Museum of Modern Art, Architecture + Design | **44 acquisitions**, San Francisco, CA

San Francisco Museum of Modern Art, Media Art**s** | **1 acquisition**, San Francisco, CA

Smithsonian American Art Museum | **3 acquisitions**, Washington DC

The Merrill C. Berman Collection | **11 acquisitions**, Rye, NY

The Stewart Program for Modern Design | **11 acquisitions**, Montreal, Canada

SOLO EXHIBITIONS: DESIGN [partial list]

2021 *Jennifer Morla*
Massachusetts College of Art and Design

2010 *Jennifer Morla: AIGA Medalist*
California College of the Arts, San Francisco, CA

1999 *Jennifer Morla, Selections from the Permanent Collection*
San Francisco Museum of Modern Art, San Francisco, CA

1994 *Jennifer Morla*, *The Space In Between*
DDD Design Gallery, Osaka, Japan

GROUP EXHIBITIONS [partial list]

2024-25 *Digital Witness: Revolutions in Design, Photography, and Film* **LACMA**

2024 *The Contemporary Poster in The Culture of The United States of America*
International Poster Biennale of Mexico

2023-24 *Hors Jeu (Offside)*
Centre National du Graphisme, Chaumont, France

2023 *Parall (elles), A History of women in Design*
Montreal Museum of Fine Arts, Montreal, Canada

2021-22 *Save Our Earth*
Smithsonian Institution: Art + Industries, Washington DC

2021-22 *Nature and the Environment*
Denver Art Museum, Denver, CO

2016 *Typeface to Interface: Graphic Design from the Collection*
SFMoMA, San Francisco, CA

2014 *California College of the Arts: Making […] That Matters*
Oliver Art Center, CCA Oakland, CA

2010 *Posters: The Green Movement in Iran*
School of Visual Arts, New York City, NY

2009 *San Francisco Graphic Design*
Museum of Craft + Design, San Francisco, CA

2007 *Exhibitions: 1996-2006*
Ginza Graphic Gallery [GGG], Tokyo, Japan

2007 *California College of the Arts at 100: Innovation by Design*
SFMoMA, San Francisco, CA

2004 *Belles Lettres: The Art of Design*
SFMoMA, San Francisco, CA

2004 *Art of Design: Selections from the Architecture and Design Collection*
SFMoMA, San Francisco, CA

2003 *US Design 1975-2000*
Museum of Art & Design, New York, NY/ Denver Art Museum, Denver, CO

1998 *Posters American Style*
National Museum of American Art: Smithsonian Institution, Washington, D.C.

1998 *The 77th Annual Exhibition*
The American Center for Design, New York, NY

1996 *US Posters in Poland*
Rzeszòw Gallery, Rzeszòw, Poland

1995 *The 25th Anniversary of Earth Day*
World Trade Center, New York, NY

1995 *Morla and Angeli*
California Polytechnic Art, San Louis Obispo, CA

1995 *USA-Posters*
Brandenburg Art Gallery, Frankfurt, Germany

1992 *US Design*
Da Ideenhaus Nürnberg, Germany

SOLO EXHIBITIONS: DESIGN [partial list/ continued]

1992 *Bay Area Design*
San Francisco International Airport, San Francisco, CA

1985 *US Posters*
Grand Palais, Paris, France

SOLO EXHIBITIONS: FINE ART

2012 *The Workshop Residence: Jennifer Morla Artist in Residence*
The Workshop Residence, San Francisco, CA

1999 *Jennifer Morla, Encaustic Works on Canvas*,
K Kimpton Contemporary Art San Francisco, CA

BOOKS

Morla : Design 2019, Letterform Archive; ISBN 9780998318028)

WORKS IN PUBLICATIONS [partial list]

Meggs' History of Graphic Design *5th Edition,* Alston Purvis

The New York Times Magazine*, Cover + Article,* December 1998

Graphis, Jennifer Morla Design Master, Issue 363***,*** Magazine

The Poster: 1000 Posters from Toulouse-Lautrec to Sagmeister*,* Cees W. de Jong

Launching the Imagination*,* Mary Stewart

Glimmer: How Design Can Change Your Life, Warren Berger

Women of Design: Influence and Inspiration*,* Armin Vit & Bryony Gomez

Teaching Graphic Design*,* Steven Heller

Graphic Design America 3*,* Jenny Sullivan

Graphis Poster*,* Jennifer Morla foreword and introduction, Graphis Press

Women in Graphic Design*,* Gerda Breuer, Julia Meer

HOW Magazine: 15 Masters of Design: Jennifer Morla

The Designer's Dictionary of Color*,* Sean Adams

Communication Arts, Magazine

i-D, Magazine

IDEA, Magazine, Japan

Linea Graphica, Magazine, Italy

A Diseño Magazine, Mexico

Novum Magazine, Germany