



160 Convent Avenue - #472 Shepard - New York, NY 10031

George and Rosemary Lois Memorial
Wednesday, March 1, 2023 - 6 PM @ CCNY
FREE PUBLIC EVENT - RSVP - <https://bit.ly/3iSQPE5>

What people are saying about **George Lois** and the significance of the **BIG IDEA ARCHIVES** to higher education, marketing and advocacy.
(as of 2/8/23 - 8 am - others forwarded as supplied)
LinkedIn URL's listed for photos + background

"George Lois has always understood and respected that the greatness of any one person is built on the shoulders of those who came before. To that end, the George Lois Big Idea Archives is the culmination of his desire to provide the future generations of art directors and designers access to the history of his work and the influences that molded it."

Luke Lois (son)

Owner, Good Karma Creative

<https://www.linkedin.com/in/luke-lois-80177b38/>

"The work of George Lois reflects the important role that advertising has played in our culture. George's work demonstrates that great advertising is a crossroads between art and commerce and morality. Our goal is to be able to provide access to our students, the College and the community overall of the work of this incredible cultural provocateur."

Ed Keller

Professor and Curator, The George Lois BIG IDEA Archives
Ad/PR Program Director

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"While most made the logo bigger, George made the idea immense."

Gerardo Blumenkrantz

Associate Professor and Acting Chairperson

Media & Communication Arts Department

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“George was a towering figure, not just in the industry, but in our culture. He was a fighter >> against injustice, mediocrity, and bigotry. His swagger could mask a vast and tender generosity. His ego was big, but his heart significantly bigger.

George was among BIC's very first Board Members because he not only believed in the program, but in the students at The City College of New York. We were gifted with this quote: "The best branding and communications program I've seen these days is BIC. Really impressive... the excitement and receptiveness of their students was extraordinary, giving me hope for the future of creativity in mass communications in America." But he also gifted us with his loyal guidance, energy, and singular belief that **"creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything."**

Nancy Tag

Professor and Director

Branding + Integrated Communications (BIC) Program

<https://www.linkedin.com/in/nancy-r-tag-a8a5353/>

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“As the sun set over Madison Avenue and the last of the “MadMen” (including this MadWoman) packed their bags for a different corner of the city, a full page New York Times ad on January 17, 2023 declared George Lois’ “I want my MTV!” among the most iconic lines of advertising’s Golden Age.

I couldn’t help but feel George’s boisterous presence just as he was a few years before: when it was just him, a group of scrappy college students, and the brilliant archivist David Nocera, eyeballs-deep in over half a century’s worth of banker’s boxes. At the time, it was hard to say which was bigger: the ideas or the collection.

As a student who was hungry to enter advertising, to have been exposed to George’s greatest Big Idea—The George Lois “Big Idea” Archives—was an honor that inspired and shaped my career trajectory as both an art director and an educator. Time and time again, whether in the office or in the classroom, I ask myself: What would George Lois do?”

Carmen Quang

Associate Art Director

TBWA\Chiat\Day

CCNY Ad/PR Adjunct Professor

Ad/PR Program + BIC Alumna

Member of first cohort of BIG IDEA student archivists

<https://www.linkedin.com/in/carmenquang/>

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