"Design is not a thing you do, it is a way of life."

Alan Fletcher

Alan Fletcher was a Graphic Designer based in England. He was the son of an English civil servant and was born in 1931 Nairobi, Kenya. Alan lived on the continent of Africa until he was five years old where he and his family moved back to England due to the terminal illness of his father.

Alan lived in London until he was sent away to a boarding school in 1941 at the threat of German Bomber's during World War II. It was here where he started to push away from the boarding school's pressure's of military, banking and church and sought after a life of art.

After Boarding school he went on to enrol in Art schools from the age of 17 in both England and the United States before embarking on his impacting life of Graphic design.
Alan Fletcher worked as a graphic designer designing mainly with images and text both freelancing and as a part of a company. He designed images, logo’s, page layout’s and more. He worked for a variety of company’s across England and the United States.

He worked impressive job’s in the U.S such as a cover for Lio Lionni (the art director of Fortune magazine) and continued to design as he returned to England.

Alan absorbed the colourful American pop culture of design and brought it back to England where he started a company called Pentagram which radically pioneered graphic design in England and became famous, praised and admired by England’s design community and expanded to the U.S (Pentagram Pg.271, 1993).
Alan Fletcher was considered one of the most influential designer's of his era. The company Fletcher/Forbes/Gill were massively influential and were among the first graphic designer's to become known outside of England.

This all happened due to the groups ability to create break through design's with type and image's that were unprecedented, They had a gift for creating and continued to create fresh and original idea's.

Alan's success was not because he was gifted with the creative idea's from birth for “absolute originality is as rare as the blue moon” *David Gibbs* (Pentagram pg71) Alan instead gained the ability to create by his experiences and learning's.

All this made him who he was and his experience and knowledge gained especially in the U.S helped him create design's that England had not yet been exposed to.
In the 1950’s Alan was starting to make a name for himself competing against all the trendy American Pop Art. He was being called one of the most influential designer’s from post World War II all the way through to the 1970’s with his company Pentagram formally known as Fletcher/Forbes/Gill which has had a huge impact on the design industry from 1962 until this day.

Alan also left a legacy on the design world in his late age writing many book’s and still working design job’s. Many of alans logo’s still exist even after his passing.

Alan Fletcher lived from 1931-2006.
How did he affect the Design industry?

Alan Fletcher impacted contemporary design in what many people describe as timeless work's of art. Alan Fletcher set out to create and he did exactly that. From logo's that are still present today to art work that changed and pioneered England's design industry and left a mark on the rest of the world.

Without Alan's contribution the design industry would not be what it is today, Alan thought outside the box and created intelligent and creative way's of advertising in such a fresh and new way that had the colour and culture of America and the smart and wit of an Englishman that really provided a very different flavour to design in the world.
Images:
- Iod_logo [Digital Image] http://www.google.com/au/imgres?imgurl=http://www.parklanetraining.co.uk/IOD_logo.jpg&imgrefurl=http://www.parklanetraining.co.uk/&usg=__7vk_u33HgsMaTD12Sg48qk05MY=&h=303&w=378&sz=44&hl=en&start=0&tbm=isch&tbnid=h64G5DNQ6ddazM:&tbnh=132&tbnw=175&prev=/images%3Fq%3Diod%2Blogo%26um%3D1%26hl%3Den%26client%3Dsafari%26rls%3Den%26biw%3D1233%26bih%3D703%26tbs%3Disch:1&um=1&itbs=1&iact=hc&vpx=460&vpy=73&dur=29771&hovh=201&hovw=251&tx=87&ty=68&ei=OotoTNeEHILcuAOUiqT-Aw&oei=OotoTNeEHILcuAOUiqT-Aw&esq=1&page=1&ndsp=24&ved=1t:429,r:2,s:0
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