

1950's**Gary Stewart Newman**

Born October 12th 1950 in Winnipeg, Canada.

Raised as a spoiled suburban only child of second-generation immigrants from Sweden and Iceland with a few drops of Scottish blood. A happy childhood in a middle class family with higher aspirations.

Excelled in school and sports of all kinds, except hockey. Badminton was my game.

Typically British Commonwealth: In school we sang "God save the Queen" every morning and "O Canada" before going home.

Liked drawing, especially cars, maps and houses.
Architect to be? Designer?

Yearly summer holidays in Minnesota. All in all, my childhood was the "American Dream" – Canadian-style.

1960's

"The times they are a'changin"

Then came the Beatles and the Stones and the Kennedy assassination. Discovered fellow Canadians: Leonard Cohen, the poet; Pierre Trudeau, the politician; Neil Young and Joni Mitchell; the musicians. ... And girls.

Life got more complicated – 1968 and the "Revolution". Two years of university studies (architecture) and obligatory study trips to Europe. (Financed by well-paid construction drudgery at isolated radar stations on Arctic mountaintops.) Aroused my interest in different cultures and languages, especially French and Italian.

In spite of (or because of) the long hair, bell-bottomed jeans, strange smelling cigarettes, left-wing preferences and other typical attributes of the 60's revolt, I maintained my interest in design and... badminton.

The decade ended with me ranked number two in Canadian junior mens' doubles and wondering what to do with the rest of my life.

1970's

Looking around and finding my way

Left architecture studies and my home town for graphic design at the Nova Scotia College of Art and Design in Halifax. A scholarship to study French at Laval University in Québec City and my first job as a designer at Jacques Guillon Designers in Montréal. Big city life in French. More European.

Adventure took me to Baby Doc's Haiti on a development project and then to Sweden in 1976 to look for my roots. Found them and planted my own, in Stockholm with my wife Karin Henriksson. Sweden became my new home.

First jobs at ad agencies and a radical left-wing magazine to be followed by several positions as a book designer for well established educational publishers.

Elected to the Stockholm Typographic Guild.
Assimilated into Swedish culture. Well, almost.

Time for more changes...

1980's*Paradigm shift*

The advent of the Macintosh turned my world upside down. Quit my job and started my own design studio as the first professional designer in Sweden to embrace the new technology. Newman Information design.

My biggest clients were, not surprisingly, Apple Computer, Adobe and Quark. I enjoyed guru status for the next decade. Yearly pilgrimages to Silicon Valley, Boston and New York gave me the pleasure of meeting the major players in the new technology. Matthew Carter and David Berlow at Bitstream, Sumner Stone and David Lemon at Adobe. In Berlin and San Francisco, Erik Spiekermann was always at the cutting edge and is to this day one of my design-heroes.

Elected Chairman of the Stockholm Typographic Guild. Consultant for Royal Institute of Technology and guest lecturer at the Graphic Institute in Stockholm etc.

A son is born, Niels, presently studying ... architecture.

1990's*Desktop Publishing becomes mainstream*

Once we designers had these fantastic tools in our hands there was no turning back.

Clients started to understand the paradigm shift. In 1997 Newman Information Design became Pangea design.

Our targets were large governmental authorities and enterprises which understood that a major event had occurred in terms of their communication. Not only production-wise, but also regarding their image and visual identity.

Our vision was to provide good meaningful design for the benefit of all, no mean task. Pangea design became the preferred partner for a great many public institutions in Sweden.

Branding became the new buzzword in both private and public sectors. *Sustainability* was another buzzword which would be around for a long time.

2000–2010*Pangea design, arrivederci*

Pangea design expanded into the private sector where we found our competence was equally appreciated.

We grew to 20 employees and several freelancers in our fantastic office in central Stockholm. Our alliance with Edenspiekermann in Berlin and Amsterdam was established. Multicultural and multilingual.

During the “financial crisis” in 2008–09, we saw many competitors disappear. Pangea design survived and has become one of Sweden’s foremost design consultancies.

From 2004 to 2010 I commuted to Brussels every second week to be with my wife Karin who was Senior Advisor at the Swedish EU Representation. New friends and new perspectives. Great food – life in French again.

My decision to divest my interests in Pangea design came naturally. The company needed new blood and I wanted a simpler life with more time for myself and my family.

2011–

Newman Design AB

From January 1st, there's a new kid on the block.
One with over 35 years of design experience.
He's still hungry and looking for new challenges.

He believes in *simplicity, agility* and *quality*.
Any job worth doing is worth doing well.

He likes people and is a good storyteller, but more importantly, he's a good listener.

Working from home in either Stockholm or Apricale, he's always available. Just a phone call or an email away.

I look forward to hearing from you!

Keeping it simple
Gary Newman



To be continued...