

RESOLUTION NO. 059, SERIES 2018

**A RESOLUTION HONORING JULIUS FRIEDMAN BY DEDICATING THE CORNER OF KENILWORTH PLACE AND BARDSTOWN ROAD TO BE NAMED "JULIUS FRIEDMAN WAY" IN HIS HONOR.**

**SPONSORED BY: COUNCILMAN BRANDON COAN AND COUNCILWOMAN BARBARA SEXTON SMITH**

**WHEREAS**, the late Julius Friedman is an internationally celebrated graphic designer, photographer and artist, whose work has appeared in numerous publications, and has been exhibited at the Museum of Modern Art in New York City and the National Gallery of Art in Washington, DC, among other galleries and museums across North America, Asia and Europe;

**WHEREAS**, born and raised in Louisville to Martin and Edna Friedman, Mr. Friedman was a strong supporter of non-profits and the arts in the community;

**WHEREAS**, Mr. Friedman graduated from the University of Louisville with a bachelor's degree in graphic design and received the Kentucky Governor's Award in the Arts;

**WHEREAS**, Mr. Friedman was a member and 2013 award recipient of the University & College Designers Association (UCDA), which recognizes those who have donated their valuable time, service and support to further UCDA's goals;

**WHEREAS**, Mr. Friedman's work has been featured in many books, periodicals and shows including: Communication Art; Print Magazine; Art Direction; STA 100 Show; Graphis; Idea Magazine (Japan); Printers Industry of America; Photo Design; Kodak's International Photography Magazine; Nikon World; Letterheads: A Collection from Around the World; American Photography; World Graphic Design; Now, The Language of Visual Art (Holt, Rinehart & Winston); Creative Typography (Phaidon Press); How Magazine; Typography: The Annual of the Type Directors Club; Great Ideas by Charles

Helmken; Print's Best Letterheads and Business Cards; Mead Top 60 Show; Simpson Printed Papers Awards; James Rivers the Best; and B&W Photo magazine;

**WHEREAS**, Mr. Friedman co-owned Images Gallery with his sister, Carol Seifer, which was located on the second floor of what is now the Frazier Museum;

**WHEREAS**, in 2016 the Frazier Museum exhibited *Julius Friedman: Fifty Year Retrospective* which was a celebration of his life work and featured the iconic posters that have become a part of the international arts and culture community, including "Toe on Egg," his famous Louisville Ballet poster of a dancer's shoe balanced on an egg, and his "Fresh Paint" poster, featuring three egg yolks in the primary colors;

**WHEREAS**, the Margaret M. Bridwell Art Library at the University of Louisville is now home to the Julius Friedman Collection; and

**WHEREAS**, even in death Mr. Friedman's work is giving back to the community through the Julius Friedman Foundation, which is funded by the sale of his work and provides grants to young people who seek to follow in his footsteps.

**NOW, THEREFORE, BE IT RESOLVED BY THE LEGISLATIVE COUNCIL OF THE LOUISVILLE/JEFFERSON COUNTY METRO GOVERNMENT AS FOLLOWS:**

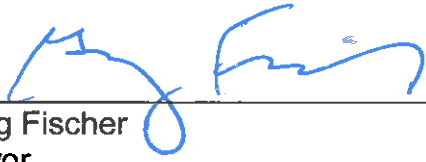
**SECTION I:** Julius Friedman's artistic contribution to Louisville Metro is hereby recognized with the placement of an honorary street sign at the corner Kenilworth Place and Bardstown Road in Louisville, Kentucky, and so designated as "Julius Friedman Way."

**SECTION II:** The Department of Public Works is hereby directed to move forward with fabrication and installation of the honorary sign upon the passage of this Resolution and the receipt of funds to cover the expense.

**SECTION III:** This Resolution shall take effect upon its passage and approval.

  
H. Stephen Ott  
Metro Council Clerk PRO - TEM

  
David James  
President of the Council

  
Greg Fischer  
Mayor

5/7/18  
Approval Date

**APPROVED AS TO FORM AND LEGALITY:**

Michael J. O'Connell  
Jefferson County Attorney

BY: 

**LOUISVILLE METRO COUNCIL  
ADOPTED  
April 26, 2018**