**MIES HORA - Biography**

*Author, Designer, President, Ultimate Symbol*

Mies Hora is an information designer, publisher, and author with a multi-disciplinary career in the fields of graphic design and wayfinding.

An ardent animal enthusiast, Mies befriended Loretta Swit at a 2016 International Red Cross awards dinner honoring her humanitarian work, was shown her watercolors, and immediately decided to edit a collection of her paintings, which highlight her work as a prominent animal activist. He has also created the SwitHeart Animal Alliance, a non-profit dedicated to promoting her philanthropic outreach.

He founded the software content publishing firm Ultimate Symbol in 1992, and has authored a number of award-winning and widely used industry standard design references including: *Design Elements*, *Official Signs & Icons,* and *Nature Icons*, among others. Mies also co-authored *Retrospection*, a compilation of his father Richard’s work as a fine artist, designer and architect.

Mies is known internationally for his work in developing non-verbal communications systems in the form of symbol sets for the transportation, hospitality, safety and health care sectors, including mobile device apps and products for caregivers, babies, special needs, and the elderly.

Mr. Hora designed and helped implement an extensive system of pictograms for the vast MTA transportation network in New York City, and recently developed a color coded wayfinding system for the vast new CBD world trade center in the heart of Beijing.

Mies teaches college-level design and is an avid fingerstyle guitarist and composer.