



## Peter Horst

June 21, 1933 - July 8, 2016

Peter Horst, 83, of Cary, died Friday, July 8, 2016 at Transitions LifeCare of Raleigh. He is survived by his sons: Ian Scott Horst of New York; Patrick Gordon Horst (and his wife Amy) of Raleigh and three grandchildren: Corey, Andrew, and Nicole Horst.

Peter Horst was born in Benton Harbor, Michigan on June 21, 1933 and raised in Kalamazoo, MI. He has made residence in many areas of the country including San Francisco and Los Angeles, CA, Houston, TX, Chicago, IL and New York City.

In his early years, he worked through the University of Michigan as a jazz musician, carpenter, merchant marine and day laborer.

After college Peter began his career in advertising as a writer for a small ad agency in Chicago. He worked his way up becoming a Creative Director and being responsible for the creation of such well-known advertising campaigns as Morris the Cat, Jolly Green Giant and the Maytag Lonely Repairman. He held positions at large firms in Chicago and New York, such as Leo Burnett and Ogilvy & Mather, in addition to starting and owning his own advertising firm in San Francisco. His career eventually led him to his childhood home of Kalamazoo, MI. It was in Kalamazoo where Peter found his true passions, painting and writing.

After retiring to Raleigh, Peter became deeply involved in his artwork and began showing at various, small galleries in the Southeast. Additionally, he wrote several essays and children's book that had limited publication.

Peter also enjoyed reading, caring for his small garden, jazz music and his canine Lulu.

A private service will be held in Hilton Head, SC at a later date.

In lieu of flowers, memorial contributions may be made to Parkinson's Disease Foundation, 1359 Broadway, Suite 1509, New York, NY 10018.

# Tribute Wall

MC

“ Peter Horst was the finest creative director I ever worked for. He hired me at Kenyon & Eckhardt in Chicago in 1980. He helped me do excellent work on Turtle Wax, American Cancer Society and especially Wells Lamont gloves. What a wonderful man. What a terrible loss.

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**Michael Cheney** - January 25, 2024 at 02:21 PM

 Tammy Soper

“ I enjoyed the long conversation we use to have about Chicago. Introducing him to using ancestry.com, searching and finding his yearbooks from private school in Michigan which is still operating. He allowed me to read the first part of his autobiography. Wow his life was amazing! I hope lulu is still in the family.

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**Tammy Soper** - May 29, 2018 at 11:44 AM

SJ

“ Very sorry to see that Peter is no longer with us. That man made quite a difference in my career as a writer and creative. I had the rare opportunity when I was in college to show him some of my work when he worked at an ad agency in Kalamazoo. After reviewing my work he said he was very impressed, told me I had talent, and told me to keep working at it. That stamp of approval and wonderful critique from a great creative legend like Peter have been a positive and encouraging force that has carried me throughout my career. He was not only a great talent but a great inspiration. My condolences to the family.

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**Shelley Johnson** - April 11, 2017 at 03:50 PM

JP

“ Prayers to your family. God Bless. John Piaski and staff

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**John Piaski** - July 15, 2016 at 08:32 AM