



Adrian Paul Lichter

December 10, 2023

28 September 1941 - 10 December 2023

Adrian Paul Lichter, 82, of Toronto, Canada, passed away on 10 December 2023 at Mount Sinai Hospital after a battle with cancer.

He was born on 28 September 1941 to noted composer, conductor and violinist Charles Lichter and singer and pianist Dorothy (Ballou) Lichter in New York, NY. Raised in the Riverdale neighbourhood of the Bronx, Adrian attended the prestigious High School of Music & Art, majoring in the study of the clarinet. Though classically trained, Adrian developed a tremendous interest in jazz, particularly the work of trumpeter Miles Davis and pianist Bill Evans. Adrian would go on to work with Evans in the late 1960s, commissioning from the pianist an original composition for a Crest toothpaste television commercial. Evans went on to record the song (entitled 'Comrade Conrad') on his Grammy-winning 1971 Columbia Records release "The Bill Evans Album."

Graduating from Tufts University in 1963 with a B.A. in Liberal Arts, Adrian earned an M.A. from the Annenberg School of Communications at the University of Pennsylvania in 1964. During the second half of the 1960s, he fulfilled his Vietnam-era Selective Service requirement by performing monthly with the Air National Guard Band in Texas.

Adrian married Montreal-born Ann Henderson Giffin on 17 December 1966 at Grace Anglican Church, Sutton, Quebec. Their only child, Peter Campbell (né Lichter) was born in New York City on 09 October 1972. Permanently residing in the Carnegie Hill neighbourhood of Manhattan's Upper East Side, Adrian, Ann and Peter (and Adrian's beloved bichon frisé Beau) enjoyed many years as second homeowners in the Berkshires region of western Massachusetts.

Beginning his career as an assistant at the CBS television show "Candid Camera," Adrian spent seventeen years as a producer for advertising agency Ogilvy & Mather. A protégé of advertising visionary David Ogilvy, Adrian produced campaigns for national and international clients (Procter & Gamble, Maxwell House, AT&T, Sears, Mattel), rose to the rank of Executive Producer and Vice President and was honoured with several Clio Awards during his tenure.

Establishing a successful freelance career in the 1980s, Adrian enjoyed successful and long-term assignments with The Arnell Group, RDA International and Vigilante. His diverse list of clients included DKNY, General Motors, Heineken, KLM Royal Dutch Airlines and Snapple Beverage Group. He lectured in the Media Communication Arts Program at the City College of New York and co-authored (with Edward Keller) "Producing Broadcast and Print Advertising: Commercial Production and the Generalist" (Kendall Hunt Publishing, 2012).

While continuing commercial production work after moving to Toronto in 2013, Adrian found a new hobby: acting. Working primarily with The Bella Agency, he parlayed his years of experience in casting sessions into several national and online commercials as well as a featured role in the 2018 CNN-produced documentary "Three Identical Strangers."

Adrian was a lifelong tennis player and devoted viewer, a cook, a classical music and jazz aficionado and a “dyed-in-the-wool” Democrat with a keen interest in politics. As his colleague Larry Woodard commented, “[Adrian] had a dry sense of humor that matched his deadpan gaze and drew frequent comparisons to Larry David of ‘Curb Your Enthusiasm.’ He loved the business. He loved all of us, and we loved him back. Rest in peace, my friend.”

Adrian is survived by his wife of 57 years, Ann Lichter of Toronto; his son, Peter Campbell, of Toronto; sister Bonnie Lichter (Paul Reese) of New York City and Port Henry, NY; and brother William Lichter (Jane) of Cincinnati, OH.

Tribute Wall



“ I'll add two brief memories among a thousand. I can't count the number of places Adrian and I flew together for shoots or whatever. Usually no longer than three or four days, but they were countless, and always a lot of fun. On two occasions, once in Chicago in winter, once in San Diego in summer, our shoots got extended for some reason. We didn't have any scheduled client-babysitting to do, so we'd just wander off together and find something to kill the time. In Chicago, we found Harry Caray's Italian Steakhouse and stayed so long we went from the bar, to a table, back to the bar, just taking about anything and everything. In San Diego, we found a divey joint practically built into the bullpen at Petco Park. The Padres were not playing, so it was empty—also it was like 11:00 AM, so I'm not sure how crowded I expected it to be. We sat there watching games on television and ridding San Diego of bloody marys for about five hours. The time always passed quickly with Adrian because he was such a pleasure to be around.

Oh, a bonus memory: I once got what was perhaps the single funniest text I ever received from Adrian, and it was quintessential Ace. He was in Miami one day ahead of me—we were about to do a huge shoot with Shaquille O'Neal when Hurricane Katrina hit south Florida. I asked if I should still fly down, considering the circumstances. His reply: "I can see a boat sideways on the lawn from my hotel window, and I'm pretty sure we won't have power for the shoot. But I found a good bar, so might as well come."

He was a great friend, a great guy, always positive and ready to laugh at a joke. What an incredibly sad loss for us all.

Dave Rogan - June 09, 2024 at 07:47 AM

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Wonderful stories. Thank you for sharing them.

Susan Evers - June 09, 2024 at 09:45 AM

OP



owen p - February 27 at 03:12 PM

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“ *Adrian, Ann and Peter lived in the apartment next to mine in New York from the early 1970s to the late 1990s. They were great neighbors, very interesting, kind and generous. I used to see them when I was back in NY until they moved to Toronto. I knew a little about Adrian’s biography but was so happy to see how full and interesting his life it was. Love to Ann and Peter.*

Susan Evers - June 09, 2024 at 02:01 AM

FN

“ *A great photo of Adrian. It captures his zest for life.*

Frank Newbould - January 07, 2024 at 06:30 PM