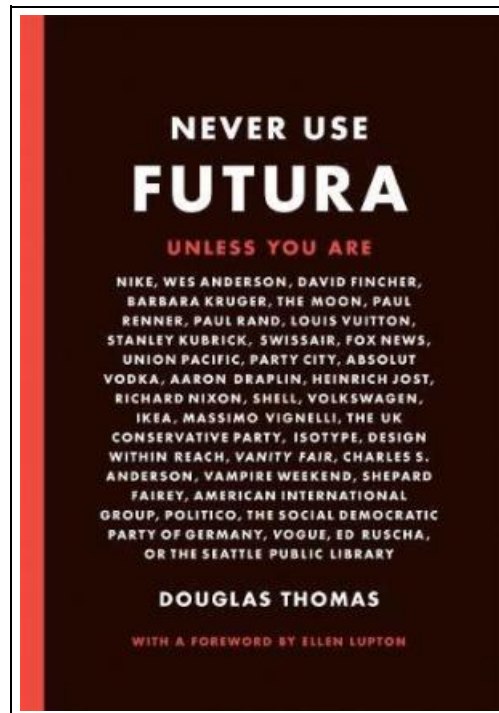


Never Use Futura



Filesize: 3.81 MB

Reviews

I just started off reading this article ebook. It is actually written in basic words and not confusing. I am just very happy to let you know that this is the best ebook I actually have read through inside my individual daily life and can be the finest ebook for possibly.

(Dayne Johns)

NEVER USE FUTURA



Princeton Architectural Press Chronicle Books Sep 2017, 2017. Taschenbuch. Condition: Neu. Neuware - It's everywhere, including the moon (on the commemorative plaque left by Apollo 11 astronauts), Nike sneakers, Barbara Kruger, Ed Ruscha, and Jenny Holzer artworks, 2001: A Space Odyssey credits, Domino's Pizza boxes, Absolut Vodka bottles, and Red Bull cans. Richard Nixon used it for his presidential campaign, as did Hillary Clinton. Indeed, Futura is one of the most-used fonts in the world today—the typeface of modern design—more so even than Helvetica. This fascinating book explores the cultural history and uses of a face that's so common you might not notice, until you start looking, then can't escape it. Douglas Thomas traces Futura from its Bauhaus-inspired origin in Paul Renner's 1924 design, to its current role as the go-to choice for corporate work, logos, motion pictures, and advertisements. Never Use Futura is illuminating, sometimes playful, reading, not just for type nerds, but for anyone interested in how typefaces are used, take on meaning, and become a language of their own. 208 pp. Englisch.



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