

Less but better



Good design is innovative.

FH Premier™

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Warum

und wie

Mit einer Collage von Christa Zelinsky. Und mit einem erklärenden Text zu Idee und Konzeption der Umschläge für Typographischen Monatsblätter 1972 und 1973.

die TM-Umschläge für 1972 und 1973 entstanden sind.

● Why and how TM-covers for 1972 and 1973

came to be

TM 1972 et 1973

Comment et pourquoi ont été

créés les couvertures pour les

With a collage by Christa Zelinsky and text explaining the idea and concept of the covers for the «Typografische Monatsblätter» 1972 and 1973.

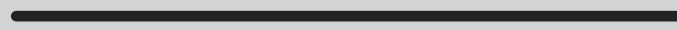
Avec un collage de Christa Zelinsky. Et un texte qui explique l'idée et la conception des couvertures pour les «Typografische Monatsblätter» 1972 et 1973.

June 29, 2007



June 29, 2007

09:47



FH Premier — Bold, 300 pt.

Hamlet

FH Premier — Medium, 100 pt.

**'Though this be madness,
yet there is method in't.'**

FH Premier — Regular, 26 pt.

Considered one of Shakespeare's most rich and enduring plays, the depiction of its hero Hamlet as he vows to avenge the murder of his father by his brother Claudius is both powerful and complex. As Hamlet tries to find out the truth of the situation, his

troubled relationship with his mother comes to the fore, as do the paradoxes in his personality. A play of carefully crafted conflict and tragedy, Shakespeare's intricate dialogue continues to fascinate audiences to this day.

a

a black

a.ss01

a black

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g gold

g.ss02

g gold

c, e, g, i, j, z

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c, e, g, i, j, z.ss03
(The circle accent was used)

ç è ġ i j ž

f, g, t

f ġ t

f, g, t.ss04

f g t

Guillermo del Toro: Crafting Pinocchio

Through Apr 15
MoMA

Meret Oppenheim: My Exhibition

Member Last Look, Mar 5
Through Mar 4
MoMA

Calligraphic Abstraction

Explore what's new
MoMA

Architecture Now: New York, New Publics

Member Previews, Feb 16–18
Opens Feb 19
MoMA



Ibrahim El-Salahi

The Mosque

1964

A writer, critic, politician, and foundational figure of African modernism, El-Salahi merges a range of influences in his work, from Sudanese decorative elements and Arabic calligraphy, which he has practiced since childhood, to the Western formal traditions he absorbed while studying at London's Slade School of Art in the mid-1950s. *The Mosque*, with its architectural minarets, suggestion of calligraphic forms in motion, and elongated, masklike figure, attests to these various inspirations. In 1964, El-Salahi received a Rockefeller Foundation grant to travel to New York, where he befriended artists including Romare Bearden, Richard Hunt, and Jacob Lawrence, and met MoMA's then-director Alfred H. Barr, Jr., who acquired this work for the collection the following year.



Ascender

Cap Height

X Height

Baseline

Descender

New York City ↗

Amsterdam ↘

↙

Guangzhou

Light

Antoni Gaudí

Regular

Daniel Burnham

Medium

Eero Saarinen

SemiBold

Frank Lloyd Wright

Bold

Gordon Bunshaft

Black

Jeanne Gang

Bold

Mies Van der Rohe

SemiBold

Norman Foster

Medium

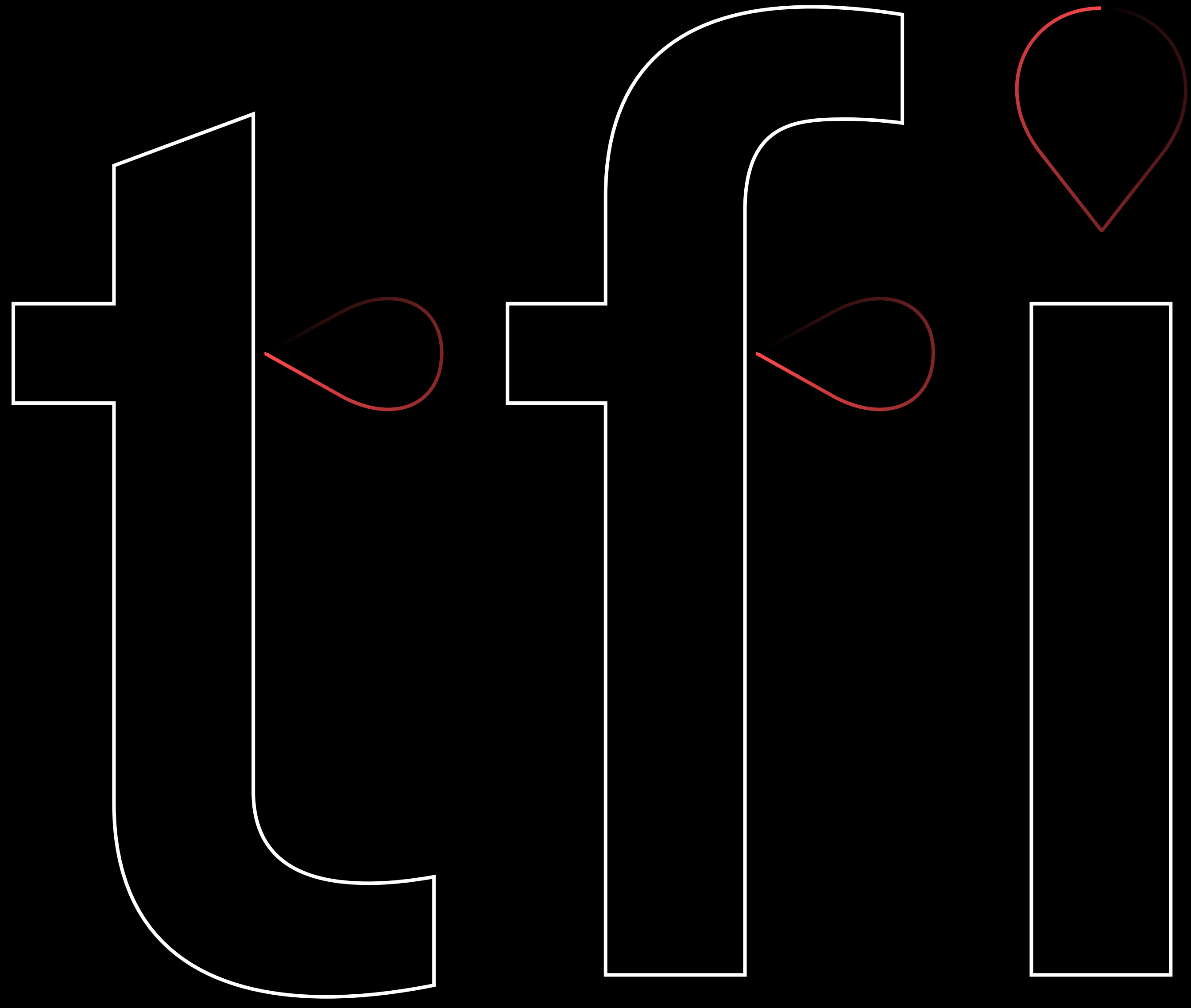
Oscar Niemeyer

Regular

Santiago Calatrava

Light

Zaha Hadid



20

Banque Nationale Suisse
Banca Nazionale Svizzera

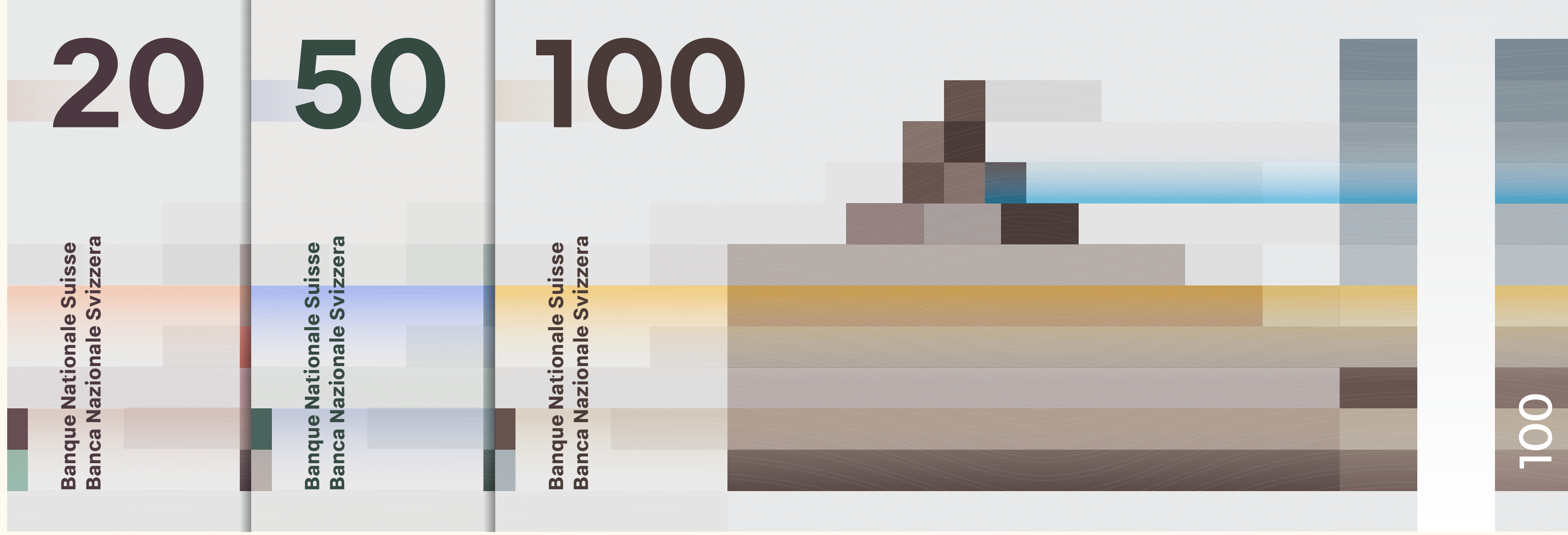
50

Banque Nationale Suisse
Banca Nazionale Svizzera

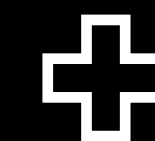
100

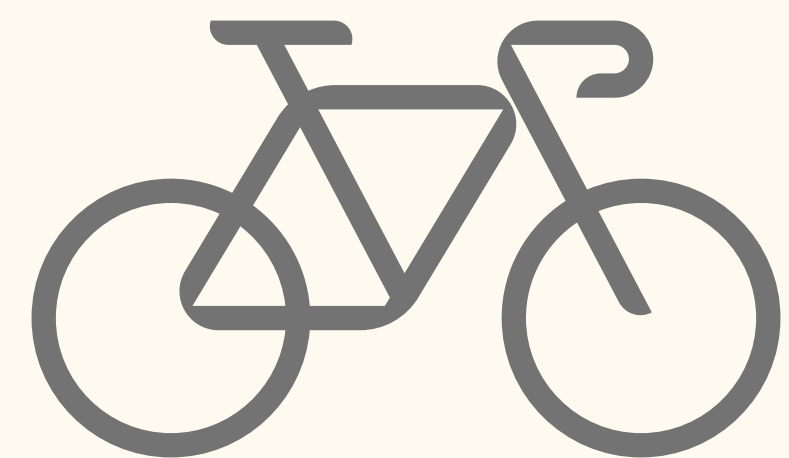
Banque Nationale Suisse
Banca Nazionale Svizzera

100

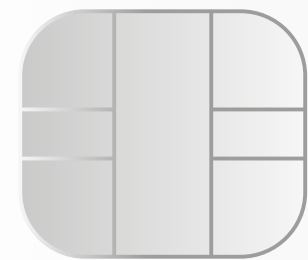


SCHWEIZERISCHE NATIONALBANK
BANQUE NATIONALE SUISSE
BANCA NAZIONALE SVIZZERA
BANCA NAZIUNALA SVIZRA
SWISS NATIONAL BANK





Travelling with bicycles.



mastercard

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JOSEF MÜLLER BROCKMANN

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British Airways Cathay Pacific

ETIHAD AIRWAYS

Lufthansa **Turkish Airlines**

Virgin Atlantic **Jetstar**

American Airlines AER LINGUS

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einen geeinten
starken
sozialen
Kanton
Basel**

Garanten
für eine gute
Verfassung:

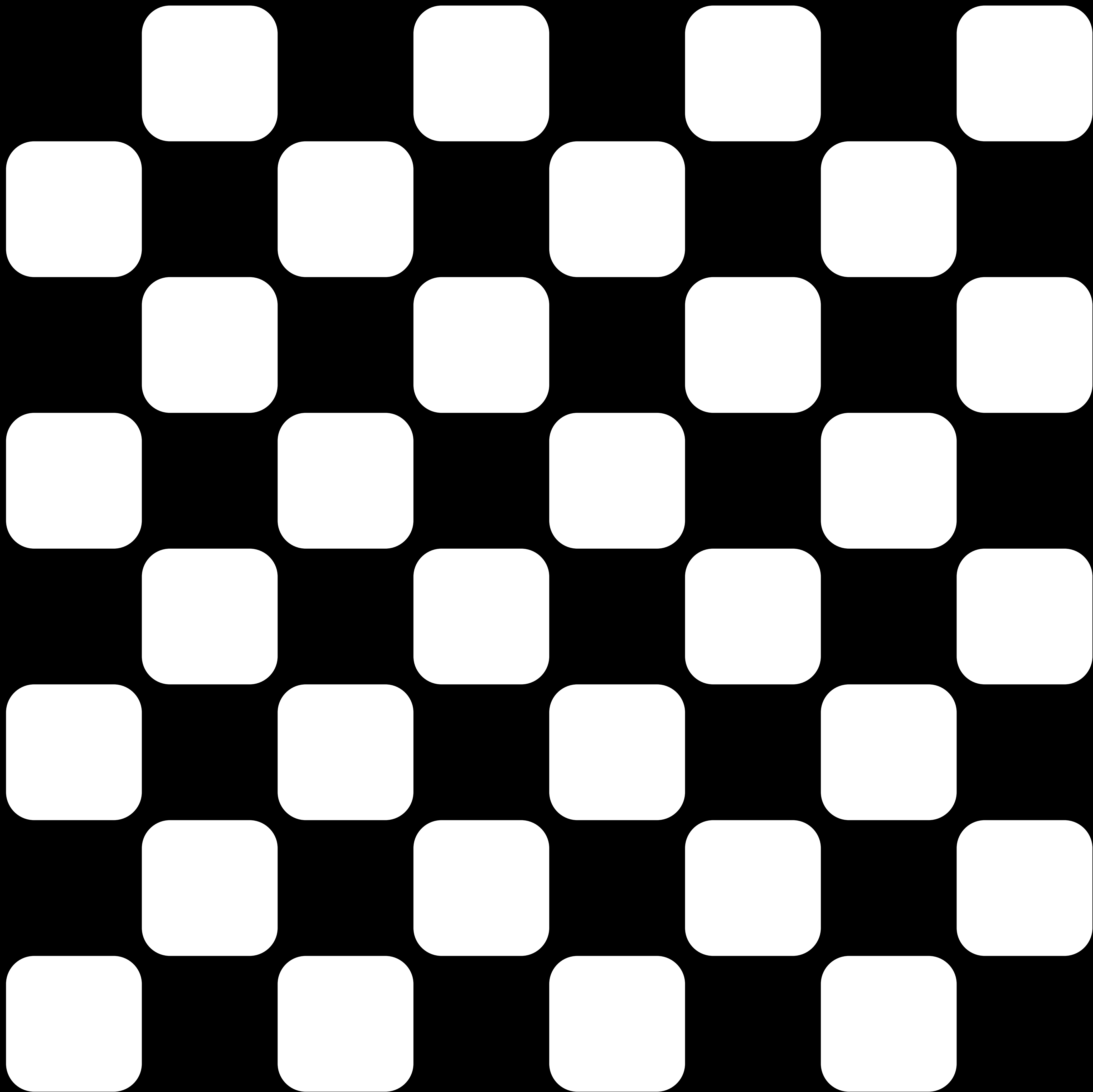
**Radikale
Liste
1**

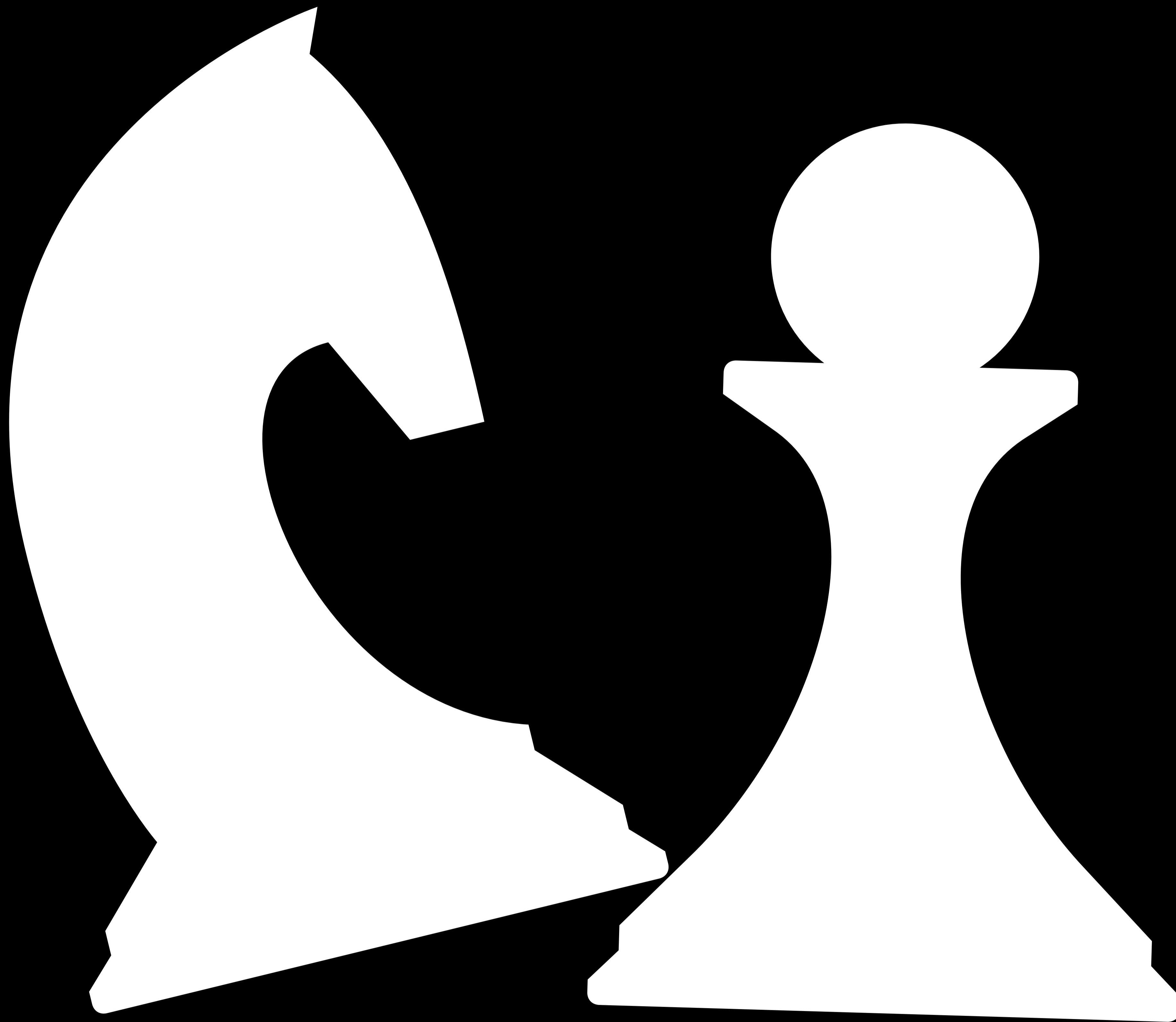
FH Premier — Bold, 250 pt.

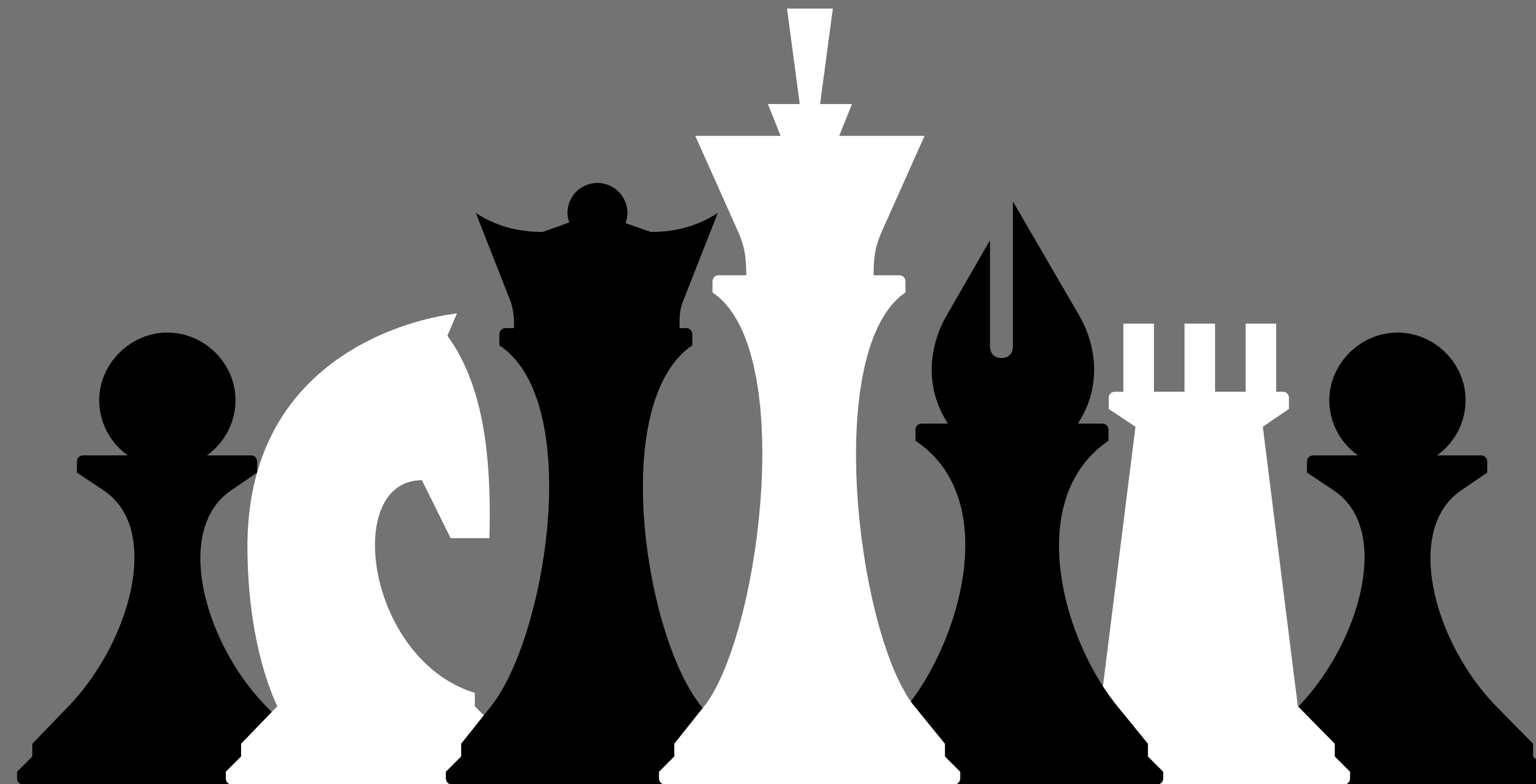
Большой Брат

FH Premier — Medium, 100 pt.

Большой Брат, также Старший Брат (англ. Big Brother) — персонаж романа Джорджа Оруэлла «1984», единоличный диктатор государства Океания и партии «Ангсоц».







Working together.

300

FH Premier Light

FH Premier Light Italic

400

FH Premier Regular

FH Premier Regular Italic

500

FH Premier Medium

FH Premier Medium Italic

600

FH Premier SemiBold

FH Premier SemiBold Italic

700

FH Premier Bold

FH Premier Bold Italic

900

FH Premier Black

FH Premier Black Italic

FH Premier™