



Taschen
TYPE. A VISUAL HISTORY OF TYPEFACES & GRAPHIC
STYLES

Cees W. de Jong, Alston W. Purvis, Jan Tholenaar

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TYPE. A VISUAL HISTORY OF TYPEFACES & GRAPHIC STYLES

For the Love of Letters

A history of fonts and graphic styles from 1628 to 1938

This comprehensive book offers a thorough overview of **typeface design from 1628 to the mid-20th century**. Derived from a distinguished Dutch collection, a series of exquisitely designed catalogues trace the **evolution of the printed letter via specimens in roman, italic, bold, semibold, narrow, and broad fonts**. Borders, ornaments, initial letters, and decorations are also included, along with lithographic examples, letters by sign writers, inscription carvers, and calligraphers.

The first part of the book covers pre-20th century typeface, with texts by editor Cees de Jong and collector Jan Tholenaar. The second part covers the period from 1900 to the mid-20th century, and contains a historical outline by Alston W. Purvis. Featured type designers include: **William Caslon, Fritz Helmuth Ehmcke, Peter Behrens, Rudolf Koch, Eric Gill, Jan van Krimpen, Paul Renner, Jan Tschichold, A. M. Cassandre, Aldo Novarese**, and **Adrian Frutiger**.

The editors and authors:

Cees W. de Jong is a designer and publisher based in Naarden, the Netherlands. He has published numerous books on design, architecture, art and graphic design, and is now working as a design/publishing consultant and author.

Alston W. Purvis is professor of the visual arts division of the School of Arts at Boston University, USA. He is also the author of many books on graphic design.

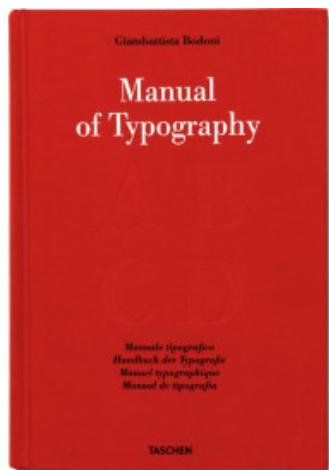
Jan Tholenaar was a collector of the printed letter in all its various incarnations; especially in the form of design catalogs and specimen books. He lived in Amsterdam, where he passed away in 2009.

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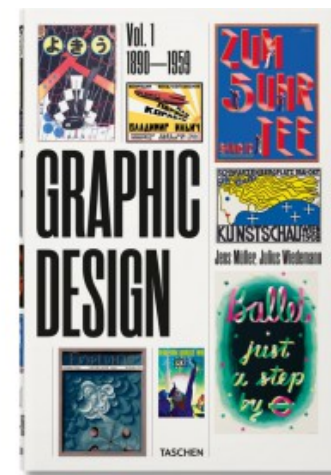
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