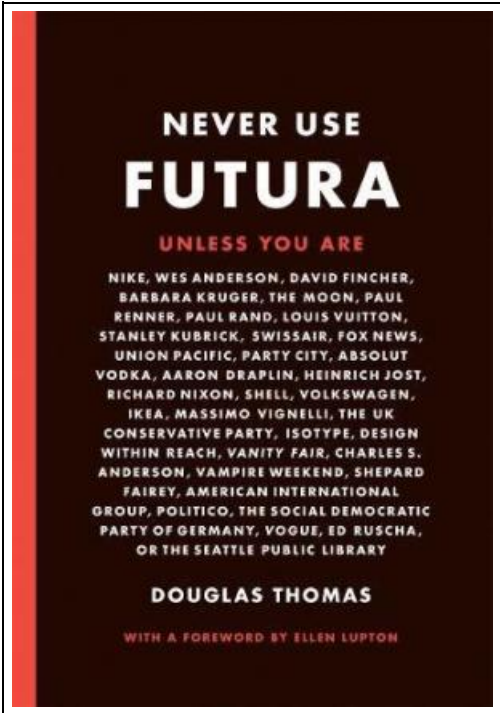


Never Use Futura



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Reviews

This is the finest book i have got go through right up until now. I have got read and i also am confident that i am going to planning to read once again yet again in the future. You will not truly feel monotony at at any time of the time (that's what catalogs are for about if you check with me).
(Taylor Medhurst)

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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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