

# FAN LETTER AND LETTERING & TYPE BOOK LAUNCH PARTY

TUESDAY, NOVEMBER 17 AT 7:00 PM  
THE COOPER UNION  
HERB LUBALIN STUDY CENTER OF DESIGN  
AND TYPOGRAPHY

Reception and book signing at 7:00, **Fan Letter** begins at 7:45.  
This event is free and open to the public.

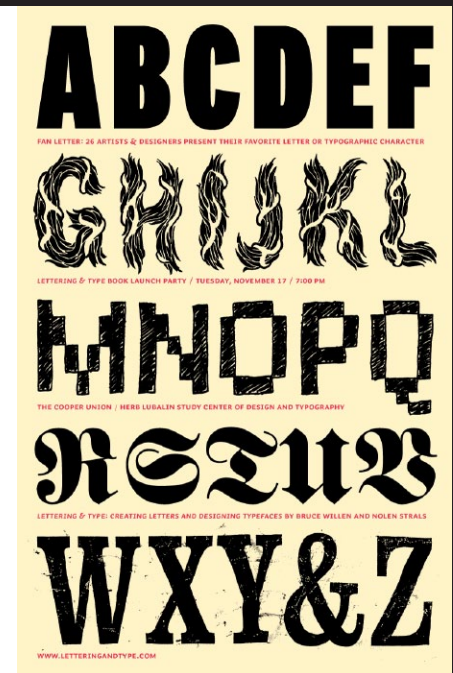
## FAN LETTER: 26 ARTISTS AND DESIGNERS PRESENT THEIR FAVORITE LETTER OR TYPOGRAPHIC CHARACTER

Twenty-six local, national, and internationally-based designers and artists give a two-minute ode to an alphabet letter or typographic character. These may range from multimedia presentations, performances, videos, stories, poems, animations, songs, stand-up comedy, rants, short plays, demonstrations, Gregorian chants, etc—however they choose to depict their letter.

**Fan Letter** is organized and emceed by Bruce Willen and Nolen Strals of Post Typography, authors of a new book from Princeton Architectural Press, *Lettering & Type: Creating Letters and Designing Typefaces*. This event is the launch party for the book, and also takes place in conjunction with *Lubalin Now*, the inaugural exhibition in the newly relocated Herb Lubalin Study Center of Design and Typography. The participants in Fan Letter include many designers whose work is featured in the exhibition as well as in *Lettering & Type*.

## ARTISTS, DESIGNERS, ILLUSTRATORS, AND MUSICIANS PARTICIPATING IN FAN LETTER:

Colleen Asper—New York (C); Ken Barber & Ben Kiel—Delaware, House Industries (H);  
Nicholas Blechman—New York, *Nozone*, *New York Times* (X); Kim Bost and Ted McGrath—New York (T);  
Ryan Brown—New York (,); Deanne Cheuk—New York (L); Doug Clouse & Angela Voulangas—New York (.);  
Andrew Byrom—Los Angeles (N); Jennifer Daniel—New York, *New York Times* (D); John Downer—Iowa City (J);  
Rowen Frazer—New York (O); Fwis—New York (F); Isaac Gertman—New York (R);  
Holly Gressley—New York (Y); Jessica Hische—New York (W); Justin Thomas Kay—New York (&);  
Jonathan Keller—New York (Q); Ian Lynam—Japan (B); Lisa Maione—New York (M);  
Kelley McIntyre—Baltimore (G); Abbott Miller—Baltimore, Pentagram (A); Ted Mineo—New York (E);  
Daniel Gardiner Morris—New York (V); Adam Okrasinski—New York (K); Tore Terrasi—Boston (I);  
Khoi Vinh—New York, *New York Times* (H);



# LETTERING & TYPE

**LETTERING & TYPE: CREATING LETTERS AND DESIGNING TYPEFACES**

**BRUCE WILLEN AND NOLEN STRALS WITH A FOREWORD BY ELLEN LUPTON**

**PRINCETON ARCHITECTURAL PRESS – ISBN 9781568987651**

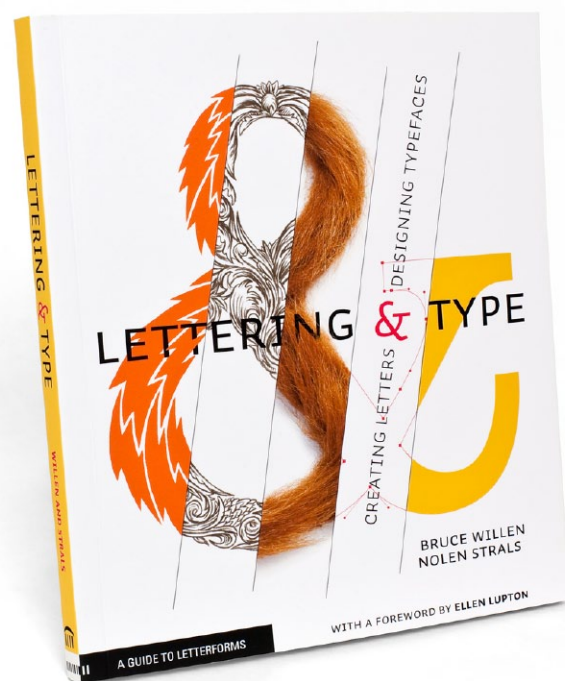
No component of graphic design has attracted as much interest or inspired as much innovation in recent years as lettering and type. These foundations of design, once the exclusive domain of professional typographers, have become an essential starting point for anyone looking for a fresh way to communicate.

*Lettering & Type* is a smart-but-not-dense guide to creating and bending letters to one's will. More than just another pretty survey, it is a powerful how-to book full of relevant theory, history, explanatory diagrams, and exercises. While other type design books often get hung up on the technical and technological issues of type design and lettering, *Lettering & Type* features the context and creativity that shape letters and make them interesting.

Authors Bruce Willen and Nolen Strals of design studio Post Typography examine classic design examples as well as exciting contemporary lettering of all stripes—from editorial illustration to concert posters to radical conceptual alphabets. *Lettering & Type* is ideal for anyone looking to move beyond existing typography and fonts to create, explore, and use original or customized letterforms. This latest addition to Princeton Architectural Press's best-selling Design Briefs series features a foreword by Ellen Lupton and hundreds of images and examples of work by designers, artists, and illustrators, including Marian Bantjes, Matthew Carter, Emigre, Ed Fella, Sibylle Hagmann, House Industries, Margaret Kilgallen, Christoph Niemann, Steve Powers (ESPO), Stefan Sagmeister, Christian Schwartz, Alex Trochut, Underware, James Victore, and many more. Throughout the book interviews with type designers, artists, and graphic designers provide real-world perspective from contemporary practitioners.

[WWW.LETTERINGANDTYPE.COM](http://WWW.LETTERINGANDTYPE.COM)

FOR A REVIEW COPY OR HIGH RESOLUTION IMAGES OF LETTERING & TYPE PLEASE CONTACT KATHARINE MYERS AT PRINCETON ARCHITECTURAL PRESS: [KATHARINE@PAPRESS.COM](mailto:KATHARINE@PAPRESS.COM), 212-995-9620 X 216



## ABOUT THE AUTHORS

For nearly a decade, Bruce Willen and Nolen Strals have collaborated under the label Post Typography on creative endeavors encompassing graphic design, illustration, typography, lettering, and printmaking with additional forays into art, apparel, music, curatorial work, design theory, and vandalism. Post Typography's portfolio contains projects for a diverse array of clients including the *New York Times*, U.S. Green Building Council, Maharam, *WIRED*, and Random House. Their work has received numerous fancy design awards and has been featured in such books as Ellen Lupton's *Graphic Design: The New Basics*, Phaidon's *Area 2*, and Taschen's *Contemporary Graphic Design*, as well as a new monograph of the studio's work by European publisher Pyramyd Éditions.

In 2005 Post Typography curated *Alphabet: An Exhibition of Hand-Drawn Lettering and Experimental Typography*, a well-regarded art show that has spent the last five years traveling nationally to dozens of galleries and universities. Post Typography has appeared in numerous art and design exhibitions, and the studio's posters are collected by high school punk rockers and prominent designers (whom they consider equally important). Strals and Willen teach classes in design and typography at the Maryland Institute College of Art, and have lectured at the Cooper Union, Minneapolis College of Art & Design, and Harvard University among others. They both live in Baltimore.

[WWW.POSTTYPOGRAPHY.COM](http://WWW.POSTTYPOGRAPHY.COM)

## PRINCETON ARCHITECTURAL PRESS

Princeton Architectural Press is a world leader in architecture and design publishing, both in market share and in editorial and design excellence. Princeton Architectural Press's 600-plus titles have cemented their reputation as an adventurous and authoritative publisher of unsurpassed design quality and production values. Both the Press and its books have won numerous awards, for editorial excellence and for book design. Princeton Architectural Press is distributed in North and South America by Chronicle Books and worldwide by the Springer Group.

[WWW.PAPRESS.COM](http://WWW.PAPRESS.COM)

## LUBALIN NOW

The inaugural exhibition in the newly re-located Herb Lubalin Study Center of Design and Typography. Herb Lubalin (1918–1981) is best known for his wildly illustrativetypography and his groundbreaking work for the magazines *Avant Garde*, *Eros*, and *Fact*.

On view in Cooper Union's new gallery, the installation includes recent posters, publications, and motion graphics by internationally recognized graphic designers that spotlight an emerging trend toward expressive lettering and typography. Original sketches, magazines, logotypes, and posters selected from the Lubalin Center Archive will illuminate Lubalin's influence on contemporary graphic design.

Opening reception: Thursday, November 5, 2009, 6 – 8 PM.

[WWW.COOPER.EDU/ART/LUBALIN](http://WWW.COOPER.EDU/ART/LUBALIN)