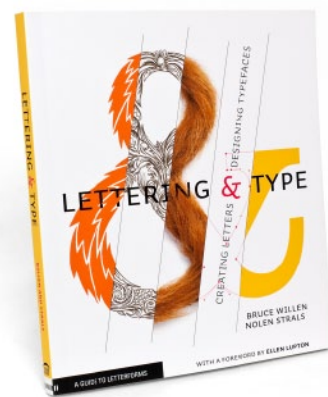


LETTERING & TYPE BOOK LAUNCH PARTY

THURSDAY, OCTOBER 29
MARYLAND INSTITUTE COLLEGE OF ART
FALVEY HALL IN THE BROWN CENTER
6:30 – 8:30 PM



Reception, book signing, and collaborative alphabet from 6:30 to 7:30. **Fan Letter** from 7:30 to 8:30.

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

Twenty-six local, national, and international designers and artists give a two-minute ode to an alphabet letter or typographic character. These odes 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, authors of a new book from Princeton Architectural Press, *Lettering & Type: Creating Letters and Designing Typefaces*. The participants in **Fan Letter** include many contributors to the book from the local and national design communities.

Prior to **Fan Letter**, there will be a reception with authors Bruce Willen and Nolen Strals, as they help kick off a participatory **Exquisite Corpse Alphabet** and sign copies of *Lettering & Type*.

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

Kim Bost and Ted McGrath—New York (T); Andrew Byrom—Los Angeles (N);
Jennifer Daniel—New York, *New York Times* (D); John Downer—Iowa City (J);
Shaun Flynn—Baltimore (W); Brockett Horne—Baltimore, MICA (¶); Gary Kachadourian—Baltimore (P);
Justin Thomas Kay—New York (&); John Langdon—Philadelphia (X); Eric Leshinsky—Baltimore (*);
Ellen Lupton—Baltimore, MICA (R); Ian Lynam—Japan (B); Joe Macleod—Baltimore, *City Paper* (U);
Kelley McIntyre—Baltimore (G); Abbott Miller—Baltimore, Pentagram (A); Adam Okrasinski—New York (K);
Kevin O’Neill and Karisa Senavatis—DC, Will Work For Good (C); Jennifer Cole Phillips—Baltimore, MICA (S);
Robby Rackleff—Baltimore, Blue Leader (M); Theresa Segreti—Baltimore (O);
Whitney Sherman—Baltimore (F); Kevin Sherry—Baltimore, Squidfire (Z);
Justin Sirois—Baltimore, Narrow House Recordings (Y); Scott Sugiuchi—Baltimore, Exit10 (Q);
Tore Terrasi—Boston (I); Sara Tomko—Baltimore (E); Carlos Vigil—Baltimore (R);

This event is sponsored by the Maryland Institute College of Art Center for Design Thinking, Post Typography, AIGA Baltimore.

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

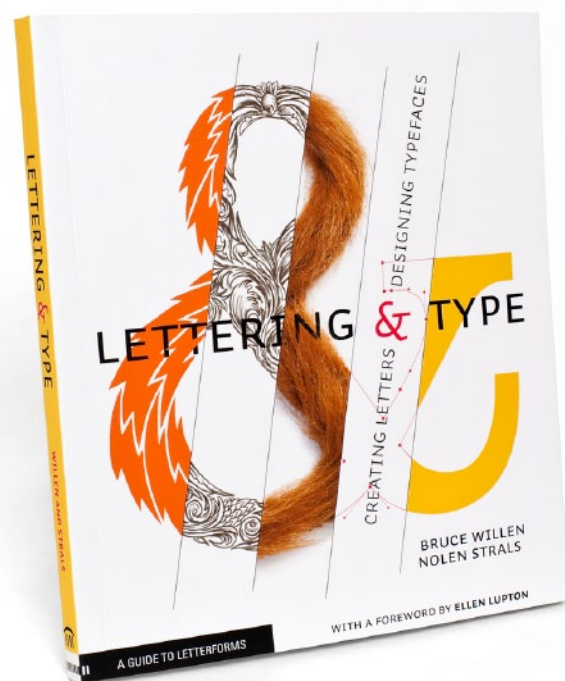
No component of graphic design has attracted as much interest or inspired as much innovation in recent years as lettering and type. These foundations of design, once the exclusive domain of professional typographers, have become an essential starting point for anyone looking for a fresh way to communicate.

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

FOR A REVIEW COPY OR HIGH RESOLUTION IMAGES
OF *LETTERING & TYPE* PLEASE CONTACT KATHARINE
MYERS AT PRINCETON ARCHITECTURAL PRESS:
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

MICA CENTER FOR DESIGN THINKING

Lettering & Type is co-published by Princeton Architectural Press and the Maryland Institute College of Art's Center for Design Thinking. The Center for Design Thinking develops and publishes original research on graphic design while providing opportunities for MICA faculty and students to create and publicly disseminate their visual and written work. The Center uses profits from its commercial publishing projects to fund special research and to provide grants to graduate students to assist with design and production.

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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.

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AIGA BALTIMORE

AIGA, the professional association for design, stimulates thinking about design, demonstrates the value of design and empowers the success of designers at each stage of their careers. AIGA's mission is to advance designing as a professional craft, strategic tool and vital cultural force. AIGA Baltimore promotes design and events that represent the profession in a way that is unique to Baltimore.

BALTIMORE.AIGA.ORG