

# 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**

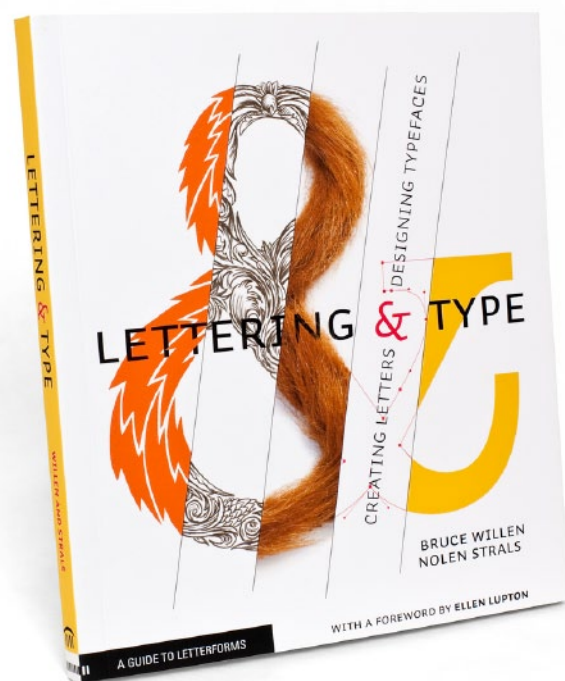
No component of graphic design has attracted as much interest or inspired as much innovation in recent years as lettering and type. These foundations of design, once the exclusive domain of professional typographers, have become an essential starting point for anyone looking for a fresh way to communicate.

*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.

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## 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.

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## 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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