



New Modernist Type

Steven Heller, Gail Anderson

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A rich sourcebook of ideas for the most functional of typographic styles

Classic modern design never goes out of style: it is merely retired or subtly adapted to its given place and time. Having surveyed handwritten, new vintage, and new ornamental tendencies in type and lettering, graphic-design guru Steven Heller now turns his encyclopedic gaze on Modernism. *New Modernist Type* reveals how a graphic language of simplicity and economy has impacted contemporary design. Hundreds of examples by international designers are grouped into three thematic chapters: Old Modern (when the machine age influenced graphic design), Playful Modern (wit, humor, and transformation), and Meta Modern (typography as icon and symbol). An historical introduction places today's tendencies in context, and the reference section features a list of designers' websites. 567 color illustrations

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