



## The New Typography (Weimar and Now: German Cultural Criticism (Paperback))

By Jan Tschichold

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Since its initial publication in Berlin in 1928, Jan Tschichold's *The New Typography* has been recognized as the definitive treatise on book and graphic design in the machine age. First published in English in 1995, with an excellent introduction by Robin Kinross, this new edition includes a foreword by Richard Hendel, who considers current thinking about Tschichold's life and work.

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### Editorial Review

From Library Journal

The publication in English of this seminal work on 20th-century typography is long overdue. First published in 1928 in Germany and out of print for many years, this text has been recognized as one of the most important statements of modern typographical design. This curious and fascinating work ranges through theories of social criticism, art history, architecture, and the emerging importance of photography as it sets forth very definite guidelines regarding the design of printed materials. The final sections are indeed practical guidelines, down to sheet sizes and appropriate mixes of type, for the day-to-day use of working designers and printers. In addition to presenting a clear and faithful translation from the German, the new edition takes special care with design and appearance, closely duplicating the type and layout used in the original. A clear introduction places the work in the context of such movements as the Bauhaus, Constructivism in Art, Marxism in political and economic thought, and National Socialism. Essential for libraries with any special interest in the graphic arts and worthwhile for all libraries collecting in the area of design, it should also have a place in all larger art history collections.

*Mark Woodhouse, Elmira Coll. Lib., N.Y.*

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### Review

*"The New Typography* is an outstanding source of inspiration, which . . . deserves every inch of its legendary status."

*(Computer Arts Projects 2010-06-30)*

### Language Notes

Text: English

Original Language: German

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