DA
Gutenber
A
Knuth
STORIE DI CARATTERI

MUSEO DELLA GRAFICA, 13 MAGGIO 2014
QUESTIONI DI CARATTERE
(LO SPUNTO DI PARTENZA)
The detection of types is one of the most elementary branches of knowledge to the special expert in crime, though I confess that once when I was very young I confused the Leeds Mercury with the Western Morning News. But a Times leader is entirely distinctive, and these words could have been taken from nothing else. As it was done yesterday the strong probability was that we should find the words in yesterday's issue.

CONAN DOYLE

THE HOUND OF THE BASKERVILLE
I ED. 1902, NEWNES LONDON
LE FACCENDE TECNOLOGICHE
(VELOCEMENTE)
CARATTERI MOBILI, METALLO FREDDO

PUNZONE, MATRICE E TIPO DAL 1450 (GUTENBERG)
METALLO BOLLENTE, MIRABOLANTI MACCHINE

LINE 0' TYPE
DAL 1884 (MERGENTHALER)
FRA FOTOGRAFIA E LITOGRAFIA, TIPI FREDDI

MERGENTHALER VIP LINOFILM, DAL 1954
IL DIGITALE, CURVE E PIXEL

KNUTH, METAFONT, 1979-84
PS TYPE1, TRUETYPE, OPENTYPE, 1984-07
FONTFORGE, 2004
MACCHINE PER LA STAMPA PERSONALE

ET351
mini-writing system with entry
and recall display
and mini-floppy disk memory

Take home a Macintosh.
No purchase necessary.

UNO, ALCUNI, INFINITI CARATTERI
LA CLASSIFICAZIONE VOX-ATYPI
(FRA LE ALTRE E NEANCHE TUTTA)
SAMUEL WILLIAM THEODORE MONOD

MAXIMILIEN VOX, 1954

ASSOCIATION TYPOGRAPHIQUE INTERNATIONALE, 1962

BRITISH STANDARD BS2961, 1967

ALTRE
- CON/SENZA GRAZIE
- ADOBE
- ROBERT BRINGHURST
Le classi tipografiche

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STILI NEL TEMPO
(MA E’ SEMPRE REVIVAL)
LA STAGIONE BREVE DI GUTENBERG
IL SUCCESSO DEGLI UMANISTI

Quapropter desumma salute vix populi, pr. de suis con
rugibus noster fides erat, de suis deus fides est templum de
rosa orbis tectus ac sedibus. Et in primo adhuc tute de si
lute unde deum ioco. M. decernere diligently ut insti
rutilis ac forum. Habes cum consulium qui ad partem es
fuere decem non dubite: et quo statueritis quod vi
not defendere et per ipsum pretare posse.

FINIS LIBRI. SCRIPSIT POGGIVS.
ROMAE.

201883
Dai Classici ai Moderni

Ta Ta Ta Ta Ta Ta Ta Ta
COSE D’EGITTO

$500 REWARD

For the Arrest and Conviction of
Jesse James

St. Louis Midland Railroad
DAI LINEALI AI CLASSICI

Ga Ga Ga Ga Ga Ga
STORIE

(PERSONAGGI, USI, INCROCI)
IL GARAMOND NON E’ DI GARAMOND

* PERSONAGGI
  * CLAUDE GARAMOND
    (~ 1545)
  * JEAN JANNON
    (~ 1620)
  * CARDINALE RICHELIEU
    (~ 1627)
  * IMPRIMERIE NATIONALE
    (~ 1900)
  * BEATRICE WARDE
    (AKA PAUL BEAUJON)
  * STANLEY MORISON
    (THE FLEURON & MONOTYPE, 1926)
Impossible.

A Volkswagen can't fall over. It's physically impossible.
The engine is positioned where the VW's rear engine is protected by air, not water.
Since air can't fall, neither can the car.
If you feel to, you could drive a VW all day at top speed through a desert. Or edge along in bumper-to-bumper traffic on the hottest day of the year.

You may get all screwed up, but not your Volkswagen.
Chances are you'll appreciate the adjusted engine even more in winter. Air can't freeze any more than it can boil. So you don't need antifreeze. You didn't put any in a VW even if you wished up, there's no radiator. And no hoses to leak. No draining. No freezing. No rust!

In the past, a few VW owners have been accused of finding a replaced gas station attendant with a bucket of water and no place to put it.
But we've taken care of that in our '61 model. The rear, a windshied washer is standard equipment. It lasts water. Let the man fill it up.

The new Golf from $25,990: A drive less ordinary.
With new technology, standard airbags and enhanced wheelbase design, the new (almost) old Golf will flawlessly take you where you want. Under the hood, options include a 1.8L 16-valve DOHC engine, a 5-speed automatic transmission and your choice between 2-door and 4-door models. Driving your Golf will make you feel less ordinary.
Contact your local Volkswagen dealer today and experience a drive less ordinary. Visit your nearest dealer at 123 456 7890 to find your nearest dealer.
...ALLA LUNA

HERE MEN FROM THE PLANET EARTH
FIRST SET FOOT UPON THE MOON
JULY 1969, A. D.
WE CAME IN PEACE FOR ALL MANKIND

NEIL A. ARMSTRONG
ASTRONAUT

MICHAEL COLLINS
ASTRONAUT

EDWIN E. ALDRIN, JR.
ASTRONAUT

RICHARD NIXON
PRESIDENT, UNITED STATES OF AMERICA
LO SPECIMEN DI MARIETTA CROCE
(PIXEL DI FINE OTTOCENTO)
MARIETTA CROCE
CARATTERI DI SERVIZIO
(PARTE DEL DIVERTIMENTO)
GLI ULTIMI AMANUENSI

JERRY PARKS IS WANTED BY THE AUTHORITIES FOR TREASON...

...BUT WONDER WOMAN IS BACKING HIS CLAIMS OF INNOCENCE.

P. KUPPERBERG
TUSKA COLLETTA

OKAY, BIG SHOT! WE BEEN PLAYIN' IT YOUR WAY UP TILL NOW!

I BEEN LISTENIN' TO ALL YER FANCY TALK ABOUT YER COSMIC ENERGY, AND THAT NUTTY SURFBOARD... AND HOW MUCH BETTER YA ARE THAN US EARTH JOES...

BUT NOW, I'M GONNA START MAKIN' WITH THE LECTURE...

SAM ROSEN, MARVEL

GASPAR SALADINO, DC COMICS
OLIVETTI PER IL PROGETTO CEP

DAI MARTELLETTI DELLE T2 DEL MUSEO