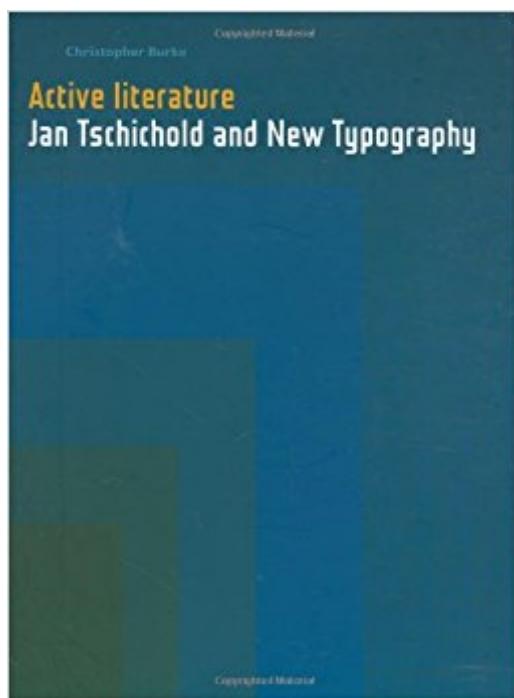


The book was found

# Active Literature: Jan Tschichold And New Typography



## Synopsis

Jan Tschichold (1902-1974) is considered by many to be the most influential typographer of the twentieth century. A leading voice of the modernist movement, Tschichold oversaw the redesign of the Penguin and Pelican paperbacks in the late 1940s and devised for them a standardized set of typographic rules. The classical type designs of his late career qualify him as perhaps the first typographic postmodernist. *Active Literature*, an in-depth study of Jan Tschichold's modernist period, is based on extensive archival research that uncovered a wealth of new photographs of his design work. Author Christopher Burke presents a full portrait of the designer's career and puts into context Tschichold's own account of his life and work.

## Book Information

Hardcover: 336 pages

Publisher: Hyphen; First Edition edition (March 5, 2008)

Language: English

ISBN-10: 0907259324

ISBN-13: 978-0907259329

Product Dimensions: 8.6 x 1.2 x 11.3 inches

Shipping Weight: 3.1 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #499,464 in Books (See Top 100 in Books) #223 in Books > Arts & Photography > Graphic Design > Typography #2102 in Books > Computers & Technology > Graphics & Design #2183 in Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems

## Customer Reviews

Christopher Burke is a type designer, typographer, and the author of *Paul Renner: The Art of Typography*.

Honestly I did not expect a book about Jan Tschichold to be fascinating--but I was wrong! Burke fills in the details that connect the man, the work, and the history: just how his name change played into his imprisonment as a "cultural bolshevik;" who Tschichold saw as his audience; how his correspondence with exponents of the "new typography" made him influential; how the terms of his residency in Switzerland apparently affected his rhetoric about design; and far more. Full of wisdom for designers today, plus many previously-unseen works by Tschichold and his peers. I have a

much better grasp of the whole modern movement, thanks to this readable and insightful history.

[Download to continue reading...](#)

Active Literature: Jan Tschichold and New Typography Jan Å vankmajer: The Universe of Jan Å vankmajer Guide to Law and Literature for Teachers, Students, and Researchers: Companion Text to Literature and Legal Problem Solving : Law and Literature As Ethical Discourse Get Active!: Active Teaching Ideas for Lifetime Learning Edgar Allan Poe: Complete Works (JKL Classics - Active TOC, Active Footnotes ,Illustrated) Index to Periodical Literature on Christ and the Gospels (New Testament Tools and Studies) (Studies in Arabic Literature) Brave New World SparkNotes Literature Guide (SparkNotes Literature Guide Series) Veterinary Dentistry: Principles and Practice [Jan 30, 1997] Wiggs, Robert B. and Lobprise, Heidi B. Figuring Out Fibromyalgia: Current Science and the Most Effective Treatments by Ginevra Liptan (Jan 15 2011) Virtuoso: The Life and Art of Niccolo Paganini, Franz Liszt, Anton Rubinstein, Ignace Jan Paderewski, Fritz Kreisler, Pablo Casals, Wanda Landowska, Vladimir Horowitz, Glenn Gould Dido and Aenas in Full Score (Dover Vocal Scores) by Henry Purcell (1-Jan-2009) Paperback The Go-Between: Jan Eliasson and the Styles of Mediation Primates and Philosophers: How Morality Evolved by Frans de Waal (Jan 12 2009) [ The Lamborghini Miura Bible ] THE LAMBORGHINI MIURA BIBLE by Sackey, Joe ( Author ) ON Jan - 01 - 2009 Hardcover Ariel: A Literary Life of Jan Morris [(The Cricket in Times Square )] [Author: George Selden] [Jan-1960] The Complete Left Behind Series [Unabridged Audio CD] (Books 1 - 15) [Jan 15, 1999] by Tim LaHaye & Jerry B. Jenkins Jan Karon Story Hour Tara Jan's Cafe Comfort Food Recipes for Family & Friends: The Official Potluck Cookbook JAN: A Breath of French Air

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)