

1

Business Card**Design** Oliver Munday, New York**Client** Robson Desouza**Principal Type** Univers**Dimensions** 3.5 x 2 in. (8.9 x 5.1 cm)

2

Greeting Card**Design** Masayo Anton-Ozawa, New York**Lettering** Masayo Anton-Ozawa**Photography** Theresa Stebe, Deer Park, NY**Principal Type** handlettering**Dimensions** 5 x 7 in. (12.7 x 17.8 cm)

3

Greeting Card**Design** Katy Fischer and Eric Thoeke, St. Louis, Missouri**Copywriter** Geoff Story**Studio** TOKY Branding + Design**Client** St. Louis Public Library Foundation**Principal Type** typewriter**Dimensions** 4.5 x 6.25 in. (11.4 x 15.9 cm)

4

Invitation**Design** Craig Welsh, Lancaster, Pennsylvania**Studio** Go Welsh**Client** Society of Design**Principal Type** Gothic wood type**Dimensions** Closed: 5 x 8 in. (12.7 x 20.3 cm)

Opened: 100 x 8 in. (254 x 20.3 cm)

5

Brochure**Design** Tobias Heidmeier, Hamburg**Creative Direction** Jan Kruse**Agency** Ligalux GmbH**Client** fischerAppelt, relations GmbH**Principal Type** various**Dimensions** 3.8 x 5.8 in. (9.6 x 14.8 cm)

6

Brochure**Design** Henrik Kubel and Scott Williams, London**Design Office** A2/SW/HK**Client** A2-TYPE**Principal Type** various**Dimensions** 5.9 x 8.3 in. (15 x 21 cm)

7

Book Jacket**Design** Christopher Sergio, New York**Design Office** Christopher Sergio Design**Publisher** HarperCollins Publishers**Principal Type** Fette deutsche Schrift and Knockout**Dimensions** 6.25 x 9.25 in. (15.9 x 23.5 cm)

8

Book Jacket**Design** Melissa Chang, New York**Art Direction** Hana Nakamura**Creative Direction** Matteo Bologna**Lettering** Melissa Chang**Design Office** Mucca Design**Client** Rizzoli**Principal Type** handlettering**Dimensions** 8.75 x 5.5 in. (22.2 x 14 cm)

9

Book Jacket

Design Demetri Martin, New York
Art Direction Elizabeth Connor
Creative Direction Anne Twomey
Publisher Grand Central Publishing
Principal Type Electra and handlettering
Dimensions 5.75 x 8.5 in. (14.6 x 21.6 cm)

10

Book Jacket

Design Ariane Spanier, Berlin
Design Office Ariane Spanier Design
Client Fukt Magazine, Björn Hegardt
Principal Type handlettering
Dimensions 6 x 9 in. (15.2 x 22.9 cm)

11

Book

Design Catherine Casalino, New York
Creative Direction Anne Twomey
Photography Ryann Cooley
Design Office Catherine Casalino Design
Publisher Grand Central Publishing
Principal Type Briem Mono and custom metal letters
Dimensions 6 x 9 in. (15.2 x 22.9 cm)

12

Book Jacket

Design Gregg Kulick, New York
Illustration Gregg Kulick
Publisher Penguin Group (USA)
Principal Type Gotham Rounded and hand drawn found types
Dimensions 6.1 x 9.25 in. (15.6 x 23.5 cm)

13

Book

Design Underware, The Hague, Netherlands
Principal Type Fakir
Dimensions 5.3 x 8.3 in. (13.5 x 21.1 cm)

14

Book

Art Direction Reginald Wagner, Hamburg
Creative Direction Katrin Oeding
Photography Ulrike Kirmse and Guido Stanke
Illustration Sarah Gossner
Copywriters Till Grabsch and Delia D. Marti
Agency Kolle Rebbe/KOREFE
Client Borkebjjs.com
Principal Type Borkebjjs
Dimensions 4.8 x 5.9 in. (12.2 x 15 cm)

15

Corporate Identity

Design Christy Thrasher, Santa Monica, California
Creative Direction Robert Louey and Regina Rubino
Vice President Food & Beverage International Operations
Achim Lenders, Chicago
Vice President Culinary Operations Susan Terry, Chicago
General Manager Toni Hinterstoisser, New York
Design Offices Regina Rubino/IMAGE: Global Vision LLC and
Robert Louey Design/Pagenova
Clients Andaz Wall Street, New York, and Grand Hyatt New York
Principal Type ATChevalier Regular (modified) and
Engravers MT Regular
Dimensions various

16

Packaging

Design Christy Thrasher, Santa Monica, California
Creative Direction Robert Louey and Regina Rubino
Vice President & Managing Director Matt Adams, New York
Vice President Culinary Operations Susan Terry, Chicago
Design Offices Regina Rubino/IMAGE: Global Vision LLC and
Robert Louey Design/Pagenova

Client Grand Hyatt New York

Principal Type various

Dimensions various

17

Visual Identity

Design Sascha Thoma, Ben Wittner, and Bjoern Wolf, Berlin
Studio Eps51 graphic design studio
Client uqbar, Berlin
Principal Type Berthold Akzidenz-Grotesk, House Slant, Rosewood,
and Soda Script
Dimensions Books: 7.9 x 10.2 in. (20 x 26 cm)
Posters: 33.1 x 23.4 in. (84.1 x 59.4 cm)

18

Posters

Design Oliver Munday, New York
Client 826DC
Principal Type Bickham Script, Univers, and Walbaum
Dimensions 18 x 24 in. (45.7 x 61 cm)

19

Packaging

Design Christine Celic Strohl, New York
Art Direction Christine Celic Strohl
Creative Direction Matteo Bologna
Design Office Mucca Design
Client Icon Group
Principal Type One Atlantic Book, One Atlantic Text Light,
and One Atlantic Light Italic
Dimensions 2 x 4 in. (5.1 x 10.2 cm)

20

Packaging

Design Eduardo del Fraile Carbajo and Andrés Guerrero, Murcia, Spain
Studio Eduardo del Fraile
Client Soso Salt
Principal Type Helvetica Bold
Dimensions 4.9 x 3.5 in. (12.5 x 9 cm)

21

Book Jackets

Design Michaela Kneissl and Christian Otto, Munich
Design Office Geviert
Client C.H.Beck oHG dtv
Principal Type various
Dimensions 4.3 x 7.1 in. (11 x 18 cm)

22

Brochure

Creative Direction Karlheinz Müller and Paul Wagner, Munich
Translator Ross M. Benjamin, New York
Agency Freie Radikale Werbung
Client Heidelberger Druckmaschinen AG
Principal Type United Stencil
Dimensions 7.9 x 7.9 in. (20 x 20 cm)

23

Catalog

Design Clea Forkert, Toronto
Creative Direction Claire Dawson and Fidel Peña
Design Office Underline Studio
Client The Robert McLaughlin Gallery,
McMaster Museum of Art
Principal Type Helvetica Neue, Hoefler Text, and Hoefler Titling
Dimensions Flat 39.2 x 10 in. (99.45 x 25.4 cm)
Folded 7.5 x 10 in. (19.1 x 25.4 cm)

24

Catalog

Design Andrew Byrom, Long Beach, California

Writers Andrew Byrom and Renée Cossutta

Clients La Sierra University and
University of Massachusetts Lowell

Principal Type various

Dimensions 5.5 x 8.5 in. (14 x 21.6 cm)

25

Catalog

Design Olaf Jäger and Regina Jäger, Überlingen, Germany

Agency Jäger & Jäger

Client Nils Holger Moormann GmbH

Principal Type ITC Franklin Gothic

Dimensions 8.9 x 11.2 in. (22.5 x 28.5 cm)

26

Catalog

Design Bondé Prang, Philadelphia

Art Direction Andy Cruz, Wilmington, Delaware

Photography Carlos Alejandro

Photography Studios Carlos Alejandro Photography
and The Herman Miller Archive

Text Showings Erik van Blokland and Ben Kiel,
The Hague, Netherlands, and Yorklyn, Delaware

Design Office House Industries, Yorklyn, Delaware, and
The Eames Office, Santa Monica, California

Principal Type Eames Century Modern and Eames Exhibits

Dimensions 4.5 x 8.25 in. (11.4 x 21 cm)

27

Book Jacket

Design Mario J. Pulice, New York

Creative Direction Mario J. Pulice

Artwork Karen Green

Publisher Hachette Book Group / Little, Brown and Company

Principal Type Gotham Book

Dimensions 6.1 x 9.5 in. (15.6 x 24.1 cm)

28

Book Jacket

Design Keith Hayes, New York

Lettering Keith Hayes and Ronald Kurniawan

Art Direction Keith Hayes

Creative Direction Mario J. Pulice

Illustration Ronald Kurniawan

Publisher Hachette Book Group / Little, Brown and Company

Principal Type Futura Book and handlettering

Dimensions 6.1 x 9.5 in. (15.6 x 24.1 cm)

29

Book Jacket

Design Oliver Munday, New York

Client 826DC

Principal Type Block Gothic and Freight Micro

Dimensions 6 x 9 in. (15.2 x 22.9 cm)

30

Book Jacket

Design Christopher Brand, New York

Art Direction Roseanne Serra

Creative Direction Paul Buckley

Lettering Christopher Brand

Illustration Sam Weber

Publisher Penguin Books

Principal Type handlettering

Dimensions 5.1 in x 7.75 in. (13 x 19.7 cm)

31

Book

Design Katrin Schacke, Offenbach, Germany
Author Dr. Frank Berzbach, Bonn, Germany
Marketing Karin Schmidt-Friderichs, Mainz, Germany
Printer Universitaetsdruckerei H. Schmidt Mainz
Publisher Verlag Hermann Schmidt Mainz
Principal Type Adobe Garamond and DTL Nobel T
Dimensions 5.3 x 8.2 in. (13.5 x 21 cm)

32

Book

Design Till Beckmann, Jenny Hasselbach, and
Franziska Morlok, Berlin
Design Office Rimini Berlin
Client Revolver Publishing
Principal Type Schulbuch Nord
Dimensions 5.1 x 6.7 in. (13 x 17 cm)

33

Catalog

Design Masumi Briozzo and Angus Hyland, London
Design Office Pentagram Design London
Client Barbican Art Gallery
Principal Type Archer, Bickham Script Pro, Caslon Pro, and
Lettres ombrées ornées
Dimensions 7.1 x 9.1 in. (18 x 23 cm)

34

Books

Design Tom Ising, Munich
Agency Herburg Weiland Design Agency
Client Martin Wöhrl
Principal Type Helvetica
Dimensions 7.1 x 9.1 in. (18 x 23 cm)

35

Self-Promotion

Design Mattia Montanari, Milan
Art Direction Mattia Montanari
Creative Direction Francesco Guerrera and Nicola Lampugnani
Agency TBWA\ITALIA SPA
Client FirstFloorUnder.com
Principal Type Oblio
Dimensions 27.6 x 39.4 in. (70 x 100 cm)

36

Packaging

Design Kellie Campbell-Illingworth, Adelaide, Australia
Creative Direction Matthew Remphrey
Lettering Kellie Campbell-Illingworth
Design Office Parallax Design
Client Antipodean Vintners
Principal Type Akzidenz-Grotesk, Newzald, and handlettering
Dimensions 7.7 x 6.7 in. (19.5 x 17 cm)

37

Posters

Design Mette Hornung Rankin, Portland, Oregon
Lettering Mette Hornung Rankin
Design Office Bureau of Betterment
Principal Type handlettering
Dimensions 17.25 x 23 in. (43.8 x 58.4 cm)

38

Packaging

Design Yoichi Kondo, Minato-ku, Japan
Agency ENJIN Inc.
Client LOTTE Co., LTD.
Principal Type custom
Dimensions 3 x 0.8 in. (7.5 x 2 cm)

39

Apparel

Design Richard The, New York
Art Direction Stefan Sagmeister
Studio Sagmeister Inc.
Principal Type Pixel Belt Holes

40

Apparel

Design Richard The, New York
Art Direction Stefan Sagmeister
Studio Sagmeister Inc.
Principal Type custom

41

Self-Promotion

Design Kathryn Bernadette Fabrizio, Philadelphia
In-House Department Anthropologie
Principal Type Helvetica Neue
Dimensions 3 x 2 in. (7.5 x 5 cm)

42

Book Jacket

Design Charlotte Strick, New York
Publisher Farrar, Straus and Giroux
Principal Type Pelso
Dimensions 6.1 x 9.2 in. (15.6 x 23.3 cm)

43

Packaging

Design Thomas Lehner, Berlin
Fine Arts Christine Gertsch, Zürich
Photography Michael Koritschan, Studio Koritschan
Copywriter Julius Weiss
Design Office Thomas Lehner, Visual Communications
Client Rezept-Destillate, Wettingen, Switzerland
Principal Type Apotheke and Replica
Dimensions 2.4 x 14.8 x 2.4 in. (6 x 37.5 x 6 cm)

44

Self-Promotion

Design Valentina Ascione, Cristiano Bottino, Serena Brovelli, Libero Corti, Luigi Farrauto, Barbara Forni, Sergio Menichelli, and Paolo Tesei
Milan
Printer CTS Grafica
Studio studio FM milano
Principal Type Insects
Dimensions 18.9 x 26.5 in. (47.9 x 67.3 cm)

45

Self-Promotion

Design Jennifer Daniel, Brooklyn, NY
Principal Type Courier
Dimensions 3.5 x 2 in. (8.9 x 5.1 cm)

46

Poster

Design Sascha Lobe and Dirk Wachowiak, Stuttgart
Art Direction Simon Brenner
Creative Direction Sascha Lobe
Lettering Sascha Lobe and Simon Brenner
Studio L2M3 Kommunikationsdesign GmbH
Client 100 Beste Plakate e. V.
Principal Type handlettering
Dimensions 16.5 x 23.4 in. (42 x 59.4 cm)

47

Corporate Identity

Design Joshua C. Chen, Debbie Ladas, and Max Spector
San Francisco

Creative Direction Joshua C. Chen

Design Office Chen Design Associates

Client Tell Tale Preserve Company

Principal Type Bickham Script, Craw Modern, Joanna, and
Knockout

Dimensions various

48

Book

Creative Direction Kirsten Dietz, Stuttgart

Design Office Strichpunkt Design

Client Taschen

Principal Type AGaramond Pro, Scala Sans, and Vineta

Dimensions 6.9 x 8.6 in. (17.5 x 21.8 cm)

49

Poster

Design Harry Pearce, London

Photography Richard Foster

Design Office Pentagram Design London

Client Haiti Poster Project

Principal Type Courier and handdrawn

Dimensions 27.3 x 39.1 in. (69.4 x 99.4 cm)

50

Book

Art Direction Flo Gaertner and Patrick Hubbuch

Karlsruhe, and Ubstadt-Weiher, Germany

Design Office MAGMA Brand Design GmbH & Co. KG

Client b_books, Tim Stüttgen (editor)

Principal Type Monotype Grotesque and Times New Roman

Dimensions 6.3 x 9.1 in. (16 x 23 cm)

51

Book

Design Jan Kiesswetter, Karlsruhe, Germany

Art Direction Lars Harmsen and Flo Gaertner

Assistant Editor Julia Kahl

Design Offices MAGMA Brand Design GmbH & Co. KG

Client Birkhäuser Verlag

Principal Type Executive

Dimensions 8.9 x 11.2 in. (22.5 x 28.5 cm)

52

Calendar

Art Direction Boris Kahl, Karlsruhe, Germany

Creative Direction Lars Harmsen and Raban Ruddigkeit,
Karlsruhe, and Berlin, Germany

Project Manager Marina Friedrich

Design Offices MAGMA Brand Design GmbH & Co. KG, and
ruddigkeit corporate ideas

Client Verlag Hermann Schmidt Mainz

Principal Type Copy

Dimensions 3.7 x 5.1 x 1.6 in. (9.5 x 13 x 4 cm)

53

Student Project

Design James Provenza, San Francisco

School California College of the Arts

Instructor Bob Aufuldish

Principal Type FF Meta and FF Meta Serif

Dimensions 4 x 9 in. (10.2 x 22.9 cm)

54

Chair

Design Stefan Sagmeister, New York

Photography Karim Charlebois-Zariffa

Text Stefan Sagmeister

Manufacturer Bali Rattan, Bali, Indonesia

Principal Type custom

Dimensions 47.2 x 31.1 in. (120 x 79 cm)

55

Unpublished

Design Cardon Webb, East Elmhurst, New York

Client Vintage/Anchor Books

Principal Type Garage Gothic Regular

Dimensions 5.2 x 8 in. (13.2 x 20.3 cm)

56

Magazine Cover

Design Patricia Kim, Gina Maniscalco, Maayan Pearl,
and Lee Wilson, New York

Design Direction Cynthia Hoffman

Design Manager Emily Anton

Art Direction Robert Vargas

Creative Direction Richard Turley

Illustration Nick White

Publication *Bloomberg Businessweek*

Principal Type Neue Haas Grotesque

Dimensions 10.5 x 7.9 in. (26.7 x 20.1 cm)

57

Magazine Spread

Design Todd Albertson, Washington, D.C.

Studio Todd Albertson Design

Client France Magazine

Principal Type custom

Dimensions 9 x 10.9 in. (22.9 x 27.7 cm)

58

Magazine Spread

Design Todd Albertson, Washington, D.C.

Studio Todd Albertson Design

Client *France Magazine*

Principal Type custom

Dimensions 9 x 10.9 in. (22.9 x 27.7 cm)

59

Posters

Design Ren Takaya, Tokyo

Art Direction Ren Takaya

Design Studio AD&D

Client Bihaku Watanabe Company and Tsujikawa Co., Ltd.

Principal Type Helvetica Neue Light

Dimensions 20.3 x 28.7 in. (51.5 x 72.8 cm)

60

Posters

Design Chen Pingbo, Shenzhen, China

Agency Chen Pingbo Graphic Design

Client Shenzhen Graphic Design Association (SGDA)

Principal Type Blackbold

Dimensions 27.6 x 39.4 in. (70 x 100 cm)

61

Posters

Design Ariane Spanier, Berlin

Lettering Ariane Spanier

Design Office Ariane Spanier Design

Client Kulturlabor e.V.

Principal Type handlettering

Dimensions 23.4 x 33.1 in. (59.4 x 84 cm)

62

Experimental

Design Kei Takimoto, Tokyo

Art Direction Kei Takimoto

Creative Direction Kei Takimoto

Lettering Kei Takimoto

Principal Type handlettering

Dimensions 23.4 x 33.1 in. (59.4 x 84.1 cm)

63

Experimental

Design Kei Takimoto, Tokyo

Art Direction Kei Takimoto

Creative Direction Kei Takimoto

Lettering Kei Takimoto

Principal Type handlettering

Dimensions 23.4 x 33.1 in. (59.4 x 84.1 cm)

64

Magazine

Design Elina Asanti, New York

Art Direction Jacob Wildschjødtz

Studio NR2154

Client *S Magazine*

Principal Type Akkurat, Austin, and Austin—S Display

Dimensions 9.1 x 11.8 in. (23 x 30 cm)

65

Advertisement

Design David Plunkert, Baltimore

Art Direction David Plunkert

Lettering David Plunkert

Photography Alexander Bassano, owned by Library of Congress

Illustration David Plunkert based on Thomas Gainsborough

Studio Spur Design

Client Film Shack

Principal Type handlettering

Dimensions 14.75 x 22 in. (37.5 x 55.9 cm)

66

Student Project

Design Michael Croxton, Brooklyn, New York

School School of Visual Arts, New York

Instructor Milton Glaser

Principal Type Odeon Condensed

Dimensions 18 x 24 in. (45.7 x 61 cm)

67

Poster

Design Christopher Silas Neal, Brooklyn, New York

Lettering Christopher Silas Neal

Client Shout Out Louds

Principal Type handlettering

Dimensions 19 x 25 in. (48.3 x 63.5 cm)

68

Corporate Identity

Design Djoko Hartioko, Jordan Marzuki, and Ignatius Hermawan Tanzil,
Jakarta, Indonesia

Art Direction Ignatius Hermawan Tanzil

Creative Direction Ignatius Hermawan Tanzil

Illustration Djoko Hartioko, Radhinal Indra, and Jordan Marzuki

Design Office LeBoYe

Client dialogue

Principal Type Triumph Tippa

Dimensions various

69

Corporate Identity

Design Kellie Campbell-Illingworth, Adelaide, Australia

Creative Direction Matthew Remphrey

Lettering Kellie Campbell-Illingworth

Design Office Parallax Design

Client Robinson's Accident Repair Centre

Principal Type Akkurat Mono and handlettering

Dimensions various

70

Poster

Design Underware, The Hague, Netherlands

Principal Type Liza

Dimensions 32 x 46 in. (81.3 x 116.8 cm)

71

Poster

Design René Clément, Montréal
Creative Direction Louis Gagnon
Lettering Sériepop
Agency Paprika
Client Galerie Anatome
Principal Type Helvetica and handlettering
Dimensions 24 x 34 in. (61 x 86.4 cm)

72

Book

Creative Direction Anne Twomey, New York
Lettering Darren Booth, St. Catharines, Canada
Publisher Grand Central Publishing
Principal Type Neutraface and handlettering
Dimensions 6 x 9 in. (15.2 x 22.9 cm)

73

Magazine

Art Direction Jeremiah Chiu and Renata Graw, Chicago
Editor/Publisher Ed Marszewski
Studio Plural Design
Client Lumpen
Principal Type Bodoni BE, ITC Golden Type, Univers, and custom
Dimensions 10 x 13 in. (25.4 x 33 cm)

74

Magazine Spread

Art Direction Drue Wagner, New York
Creative Direction Dirk Barnett
Publication *Maxim*
Principal Type McCloud Black
Dimensions 15.25 x 10.5 in. (38.7 x 26.7 cm)

75

Student Project

Design Sven Quadflieg, Neuss, Germany
School Folkwang Universität der Künste
Professors Thomas Rempen and Peter Wippermann
Principal Type Akkurat Bold and DTL Albertina Bold
Dimensions 23.4 x 33.1 in. (59.4 x 84.1 cm)

76

Logotype

Design Elizabeth diGiacomantonio and Joseph Traylor
Brooklyn, New York
Art Direction Joseph Traylor
Studio Ville
Client Walk Up Press
Principal Type custom

77

Corporate Identity

Design Vanessa Eckstein and Patricia Kleeberg, Toronto
Creative Direction Vanessa Eckstein
Design Office Blok Design
Client Oveja Negra Lowe
Principal Type Blender Bold, Helvetica, Helvetica Bold, and
Univers Light Ultra Condensed
Dimensions various

78

Corporate Identity

Design Patrick Bittner, Saarbrücken, Germany
Client Martin Malcharek, Tri-Shop-Saar
Principal Type Romain BP
Dimensions various

79

Invitation

Design Patrick Bittner, Saarbrücken, Germany
Client Bettina Hanstein, Initiative Synagoge Fénétrange
Principal Type Excelsior and Synagogue-F
Dimensions 5.8 x 8.3 in. (14.8 x 21 cm)

80

Magazine

Design Post Typography, Baltimore

Art Direction Dungjai Pungauthaikan, New York

Creative Direction Criswell Lappin

Publication Metropolis

Principal Type Scout

Dimensions 9 x 10.75 in. (22.9 x 27.3 cm)

81

Magazine Spread

Art Direction Katherine Bigelow, New York

Creative Direction Edward Levine

Studio Levine Design Inc.

Client *Psychology Today*

Principal Type Gotham and custom

Dimensions 16 x 10.5 in. (40.6 x 26.7 cm)

82

Posters

Design Akiko Masunaga, Osaka, Japan

Art Direction Akiko Masunaga

Illustration Akiko Masunaga

Client Heiwa Paper Co., Ltd.

Principal Type original

Dimensions 28.7 x 40.6 in. (72.8 x 103 cm)

83

Signage

Design Timothy Goodman, San Francisco

Lettering Timothy Goodman

Illustration Timothy Goodman

Photography Mark Dye

Client Ace Hotel

Principal Type handlettering with paint markers and Sharpie

Dimensions 120 sq. ft (11.2 sq. m)

84

Signage

Design Jessica Walsh, New York

Art Direction Stefan Sagmeister

Studio Sagmeister Inc.

Client Levi's

Principal Type custom

Dimensions 19.5 x 44 ft. (5.9 x 13.4 m)

85

Signage

Design Angelika Mathis and Verena Petrasch
Dornbirn, Austria

Art Direction Angelika Mathis and Verena Petrasch

Architecture Arge HEIN-TROY & Thurnher ZT, Bregenz, Austria

Client Elementary School and Nursery School Satteins

Principal Type Dilthey Dot and Frutiger Next LT

Dimensions Glass wall: 15.5 x 78.7 x 1102.4 in. (39.4 x 200 x 2800 cm)

Doorplates: 5.7 x 5.9 in. (14.5 x 15 cm)

86

Signage

Design Andrew Freeman and Paula Scher, New York

Art Direction Paula Scher

Lettering Paula Scher

Design Office Pentagram Design New York

Client New York City Department of Cultural Affairs,
New York City Department of Education, and
New York City School Construction Authority

Principal Type handlettering

87

Signage

Design Andrew Freeman and Paula Scher, New York

Art Direction Paula Scher

Lettering Paula Scher

Design Office Pentagram Design New York

Client New York City Department of Cultural Affairs,
New York City Department of Education, and
New York City School Construction Authority

Principal Type handlettering

88

Poster

Design Yuki Nishimura, Osaka, Japan

Design Team D+

Design Office TryKID'S, Inc.

Client Fuji Xerox Co., Ltd.

Principal Type Helvetica Neue

Dimensions 28.7 x 40.6 in. (72.8 x 103 cm)

89

Posters

Design Hiroko Sakai, Tokyo

Art Direction Hiroko Sakai

Design Office coton design

Principal Type Futura

Dimensions 28.7 x 40.6 in. (72.8 x 103 cm)

90

Experimental

Design Hiroko Sakai, Tokyo

Art Direction Hiroko Sakai

Design Office coton design

Principal Type Utsuroi

Dimensions 28.7 x 40.6 in. (72.8 x 103 cm)

91

Posters

Design Kevin Brainard, Christopher Brand, Darren Cox, and
John Fulbrook III, Norwalk, Connecticut

Illustration Brian Rea (Beyond Therapy)

Photography Darren Cox

Studio Pleasure

Client Westport Country Playhouse

Principal Type Alternate Gothic, Century Schoolbook, and handlettering

Dimensions 28 x 44 in. (71.1 x 111.8 cm)

92

Poster

Design Andrew Freeman and Paula Scher, New York

Art Direction Paula Scher

Design Office Pentagram Design New York

Clients Society of Typographic Arts and
International Council of Graphic Design Associations

Principal Type Akkurat

Dimensions 24 x 36 in. (61 x 91.4 cm)

93

Student Project

Design Grant Gold, New York

School School of Visual Arts, New York

Instructor Olga Mezhibovskaya

Principal Type handlettering

Dimensions 11 x 15 in. (27.9 x 38.1 cm)

94

Student Project

Design Seung Hee Lee, New York

School School of Visual Arts, New York

Instructors Kevin Brainard and Darren Cox

Principal Type handlettering

Dimensions 8 x 10 in. (20.3 x 25.4 cm)

95

Student Project

Design Cristina Vasquez, New York

School School of Visual Arts, New York

Instructors Stephen Doyle and Erik Guzman

Principal Type custom

Dimensions Foot: 10 x 3.5 in. (25.4 x 8.9 cm)

Hand: 4 x 8 in. (10.2 x 20.3 cm)

96

Corporate Identity

Design Anja Geier and Marta Marek, Augsburg, Germany

Art Direction Christoph Sauter and Mara Weyel

Creative Direction Artur Gulbicki

Brand Consulting Tobias Sommer

Design Office KW Neun Grafikagentur

Client Stadtjugendring Augsburg KdöR

Principal Type Sabon Next

Dimensions 23.4 x 33.1 in. (59.4 x 84.1 cm)

97

Book

Design Friedrich-Wilhelm Graf and Alina Günter, Zürich

Photography Stefan Burger

Printing and Binding DZA, Druckerei zu Althernburg

Lithography Daniele Kaehr

Editors Urs Stahel, Fotomuseum, and Sabine Schaschl, Kunsthaus

Publisher Christoph Merian Verlag, Basel, Switzerland

Design Office unfolded

Clients Fotomuseum Winterthur and Kunsthaus Baselland

Principal Type Berthold Akzidenz Grotesk

Dimensions 8.3 x 10.6 in. (21 x 27 cm)

98

Books

Design Erica Heitman-Ford, New York

Art Direction Erica Heitman-Ford

Creative Direction Matteo Bologna

Lettering Erica Heitman-Ford

Design Office Mucca Design

Client Rizzoli USA

Principal Type handlettering

Dimensions La Cuisine: 10.25 x 7.25 in. (26 x 18.4 cm)

La Cucina: 10.25 x 7.25 in. (26 x 18.4 cm)

99

Book Jacket

Design Dustin Kilgore, Chicago

Art Direction Jill Shimabukuro

Lettering Dustin Kilgore

Publisher The University of Chicago Press

Principal Type ITC Tiepolo and handlettering

Dimensions 5.25 x 8 in. (13.3 x 20.3 cm)

100

Book Jacket

Design Christopher Silas Neal, Brooklyn, New York

Lettering Christopher Silas Neal

Client Vintage Books

Principal Type handlettering

Dimensions 5 x 8 in. (12.7 x 20.3 cm)

101

Book Jacket

Design Christopher Silas Neal, Brooklyn, New York

Lettering Christopher Silas Neal

Client Vintage Books

Principal Type handlettering

Dimensions 5 x 8 in. (12.7 x 20.3 cm)

102

Book

Design Nik Thoensen, Berlin

Client European Norway

Principal Type Blender Pro

Dimensions 7.1 x 10.2 in. (18 x 26 cm)

103

Book

Design Jiri Adamik-Novak, Stockholm, Sweden

Art Direction Jiri Adamik-Novak

Client Konstfack University Press

Principal Type Lexicon

Dimensions 5.4 x 9 in. (13.8 x 22.8 cm)

104

Brochure

Art Direction Flo Gaertner, Karlsruhe, Germany

Second Art Direction Matthias Kantereit

Design Office MAGMA Brand Design GmbH & Co. KG

Client Linotype GmbH

Principal Type ITC Charter, Helvetica Monospaced, and Times Modern

Dimensions 8.1 x 11 in. (20.5 x 28 cm)

105

Poster

Design Justus Oehler, Berlin

Lettering Justus Oehler

Design Office Pentagram Design Berlin

Client The Haiti Poster Project

Principal Type handlettering

Dimensions 17.7 x 23.6 in. (45 x 60 cm)

106

Catalog

Design Olaf Jäger and Regina Jäger, Überlingen, Germany

Agency Jäger & Jäger

Client Nils Holger Moormann GmbH

Principal Type Olympia Report de Luxe electric typewriter type

Dimensions 4.1 x 5.8 in. (10.5 x 14.8 cm)

107

Poster

Design Niklaus Troxler, Willisau, Switzerland

Lettering Niklaus Troxler

Design Office Niklaus Troxler Design

Client Jazz in Willisau

Principal Type handlettering

Dimensions 35.4 x 50.4 in. (90 x 128 cm)

108

Plate

Creative Direction Christopher Simmons, San Francisco

Lettering Danielle Davis, Lawton, Oklahoma

Design Office MINE™

Principal Type handlettering

Dimensions 8-inch (20.3-cm) diameter

109

Poster

Design Niklaus Troxler, Willisau, Switzerland

Lettering Niklaus Troxler

Design Office Niklaus Troxler Design

Client Jazz in Willisau

Principal Type handlettering

Dimensions 35.4 x 50.4 in. (90 x 128 cm)

110

Poster

Design Niklaus Troxler, Willisau, Switzerland

Lettering Niklaus Troxler

Design Office Niklaus Troxler Design

Client Mut Zur Wut, Götz Gramlich, Heidelberg, Germany

Principal Type handlettering

Dimensions 33.1 x 46.9 in. (84 x 119 cm)

111

Business Card

Design Oliver Munday, New York

Principal Type Franklin Gothic

Dimensions 2 x 3.5 in. (5.1 x 8.9 cm)

112

Design Cristina Vasquez, New York
School School of Visual Arts, New York
Instructor Steven Heller
Principal Type Memoriam Pro
Dimensions 12 x 18 in. (30.4 x 45.7 cm)

113

Student Project
Design Min Hee Lee, Ridgewood, New Jersey
School University of Pennsylvania
Instructor Etta Siegel
Principal Type handlettering
Dimensions 18 x 24 in. (45.7 x 61 cm)

114

Student Project
Design Jiwon Kim, New York
School School of Visual Arts, New York
Instructor Paula Scher
Principal Type custom
Dimensions various

115

Student Project
Design Jiwon Kim, New York
School School of Visual Arts, New York
Instructor Julia Hoffmann
Principal Type custom
Dimensions 12 x 15 in. (30.5 x 38.1 cm)

116

Student Project
Design Sangwon Bae, Geehyun Joo, Dajeong Kim, and
Sukju Lee, Seoul
Art Direction Jiwon Huh, Hyesoo Kim, Joonki Min, and
Jisung Park
Creative Direction Deborah Kim, Yujin Kim, and Jiyoung Lee
Lettering Hyeran Choi, Suyeon Kim, Ryunghwa Rhee, and Chris Ro
Typographers Haewon Ahn, Jihae Kim, Eunjung Lee, and
Songeun Lee
Editors Jin Yeol Jung and Yunim Kim
School Better Days Institute
Instructors Chris Ro and Jae Hyouk Sung
Principal Type handlettering
Dimensions 7.5 x 10 in. (19 x 25.5 cm)

117

Student Project
Design Jenna Gesse, Bielefeld, Germany
School Fachhochschule Bielefeld/Fachbereich Gestaltung
Professor Dirk Fütterer
Principal Type Futura and Swift
Dimensions 4.3 x 7.1 in. (11 x 18 cm)

118

Student Project
Design Stefan Kaetz, Hamburg
School University of Applied Sciences, Hamburg
Professor Heike Grebin
Principal Type Trade Gothic
Dimensions 10.4 x 14.8 in. (26.5 x 37.5 cm)

119

Advertisements

Design Christine Jones and Tim McCaffrey, Dearborn, Michigan

Design Direction Michele Silvestri

Art Direction Beth Hambly

Chief Creative Officer Toby Barlow

Creative Direction Eric McClellan

Lettering Graham Clifford

Photography John Roe, Farmington Hills, Michigan

Copywriter Susan Mersch

Retoucher Armstrong-White

Strategy Emilie Hamer

Design Office Graham Clifford Design, New York

Agency Team Detroit

Client Ford Motor Company

Principal Type Ford Antenna and handlettering

Dimensions 8.5 x 11 in. (21.6 x 27.9 cm)

120

Magazine Spread

Design Todd Albertson, Washington, D.C.

Studio Todd Albertson Design

Client *France Magazine*

Principal Type Helvetica Neue

Dimensions 9 x 10.9 in. (22.9 x 27.7 cm)

121

Student Project

Design Tara Odorizzi

School Savannah College of Art and Design

Instructor Rhonda Arntsen

Principal Type handlettering

Dimensions 10 x 24 in. (25.4 x 61 cm)

122

Student Project

Design Hiu Chui, Weehawken, New Jersey

School School of Visual Arts, New York

Instructors Kristina DiMatteo and Carin Goldberg

Principal Type ITC Officina Sans

123

Student Project

Design Yoonbin Lee, New York

School School of Visual Arts, New York

Instructor Carin Goldberg

Principal Type woodtype

Dimensions 20 x 25 in. (50.8 x 63.5 cm)

124

Student Project

Design Yujin Kim, Seoul

School Kookmin University Graduate School

Instructor Chris Ro

Principal Type various

Dimensions 23.4 x 33.1 in. (59.4 x 84.1 cm)

125

Student Project

Design Jean Tran, Montréal

School Université du Québec à Montréal (UQÀM)

Instructor Louis Gagnon

Principal Type DIN (modified), Helvetica Neue (modified), and custom

Dimensions various

126

Student Project

Design Jee Won Kim, Pasadena, California

School Art Center College of Design

Instructor Brad Bartlett

Principal Type Akkurat

Dimensions 24 x 36 in. (61 x 91.4 cm)

127

Student Project

Design Tomoko Ogino, Pasadena, California

Photography Kai Iwamoto

School Art Center College of Design

Instructor Brad Bartlett

Principal Type Gotham

Dimensions Posters: 40 x 11.8 in. (101.6 x 30 cm)

Calendar: 40 x 20.5 in. (101.6 x 52.1 cm)

128

Student Project

Design Rocco Cambareri, New York

School School of Visual Arts, New York

Instructor Andrew Castrucci

Principal Type Distorted type

Dimensions 24 x 30 in. (61 x 76.2 cm)

129

Poster

Design Gaku Ohsugi and Michi Takahashi

Tokyo

Art Direction Gaku Ohsugi

Creative Direction Fumiko Shirahama

Design Office 702 Design Works

Client Wa Ltd.

Principal Type custom

Dimensions 28.7 x 40.6 in. (72.8 x 103 cm)

130

Poster

Design Henrik Kubel, London

Lettering Henrik Kubel

Design Office A2/SW/HK

Client Royal College of Art

Principal Type Fern Italic, Fern Regular, and handlettering

Dimensions 27.6 x 39.4 in. (70 x 100 cm)

131

Poster

Design Rocco Piscatello, New York

Design Office Piscatello Design Centre

Client Fashion Institute of Technology

Principal Type Berthold Akzidenz Grotesk

Dimensions 23.4 x 33.1 in. (59.4 x 84.1 cm)

132

Poster

Design Jamus Marquette, New York

Art Direction Sam Eckersley

Creative Direction Stuart Rogers

Design Office Rogers Eckersley Design

Client Playwrights Horizons

Principal Type Knockout No. 70 Full Welterweight

Dimensions 22 x 36 in. (55.9 x 91.4 cm)

133

Posters

Design Alice Genaud, Jean-Paul Leheld, Jason Little,

and Brad Stevens, Paris

Design Direction Brad Stevens

Creative Direction Jason Little

Agency Landor Associates

Client Iggesund

Principal Type Arete Mono

Dimensions 23.4 x 33.1 in. (59.4 x 84 cm)

134

Corporate Identity

Design Becky Berkheimer and Kathryn Bernadette Fabrizio

Philadelphia

Senior Design Direction Alana McCann

Art Direction Carolyn Keer

In-House Studio Anthropologie

Principal Type Akzidenz Grotesk

Dimensions various

135

Corporate Identity

Design Edmond Ng, Toronto

Creative Direction Diti Katona and John Pylypczak

Studio Concrete Design Communications

Client Fabbrica

Principal Type ITC American Typewriter, Blender Pro, and custom

Dimensions various

136

Magazine Cover

Design John Gall, New York

Design Direction Chris Dixon

Editor-in-chief Adam Moss

Publication *New York*

Principal Type HTF Didot Light

Dimensions 7.6 x 10.5 in. (19.3 x 26.7 cm)

137

Magazine Spread

Design Anton loukhnovets, New York

Design Direction Fred Woodward

Publication *GQ*

Principal Type handlettering

Dimensions 16 x 10.75 in. (40.6 x 27.3 cm)

138

Magazine Spread

Design Delgis Canahuate, New York

Design Direction Fred Woodward

Illustration Mark Todd

Publication *GQ*

Principal Type handlettering

Dimensions 16 x 10.75 in. (40.6 x 27.3 cm)

139

Student Project

Design Rukiye Sahin, New York

School School of Visual Arts, New York

Instructor Paul Sahre

Principal Type unknown

Dimensions 11 x 15 in. (27.9 x 38.1 cm)

140

Student Project

Design Elizabeth Chan, New York

School School of Visual Arts, New York

Instructor Genevieve Williams

Principal Type Trade Gothic

Dimensions 11 x 15 in. (27.9 x 38.1 cm)

141

Logotype

Design Ken DeLago

Client Archer Stables

Principal Type handlettering

142

Corporate Identity

Design Jennifer Kinon and Bobby C. Martin Jr., New York

Creative Direction Jennifer Kinon and Bobby C. Martin Jr.

Illustration Joe Finocchiaro and Jasper Goodall, Brighton, UK

Agency OCD | The Original Champions of Design

Client Girl Scouts of the USA

Principal Type Avenir (modified) and Omnes

Dimensions various

143

Magazine Spread

Art Direction Drue Wagner, New York

Creative Direction Dirk Barnett

Publication *Maxim*

Principal Type Granat

Dimensions 15.25 x 10.5 in. (38.7 x 26.7 cm)

144

Corporate Identity

Design Craig Bailey, New York

Art Direction Craig Bailey

Creative Direction David Schimmel

Photography Kristy Leibowitz

Studio And Partners

Client Smythe & Rawls

Principal Type Forza and PNM Caecilia

Dimensions various

145

Book

Design Koshi Ogawa, Tokyo

Client The Society of Publishing Arts

Principal Type custom

Dimensions 10.2 x 8.5 in. (25.8 × 21.6 cm)

146

Call for Entries

Design Taylor Buckholz, Washington, D.C.

Art Direction Pum Lefebure

Creative Direction Jake Lefebure and Pum Lefebure

Writer Wayne Geyer

Printer Westland Enterprises

Agency Design Army

Client Art Directors Club of Metropolitan Washington (ADCMW)
Annual Show 61

Principal Type Bodoni Poster, DIN, and Sahara Bodoni

Dimensions various

147

Exhibition

Design Natalie Herrera, New York

Art Direction Ingrid Chou

Creative Direction Julia Hoffmann

Photography Michael Nagle

Museum The Museum of Modern Art (MoMA),
Department of Advertising and Graphic Design

Client Department of Education, The Museum of Modern Art (MoMA)

Principal Type MoMA Gothic Display and custom

Dimensions 354 x 87 ft. (107.9 x 26.5 m)

148

T-shirt

Lettering Erik Marinovich, San Francisco

Studio Friends of Type

Client Graniph

Principal Type handlettering

149

Experimental

Design Kevin Chan, Alhambra, California

Studio Sublurban

Principal Type Akzidenz-Grotesk and Gill Sans

Dimensions 18 x 24 in. (45.7 x 61 cm)

150

Logotype

Design Bruce Burton and Katy Fischer, St. Louis, Missouri

Creative Direction Eric Thaelke

Studio TOKY Branding + Design

Client Contemporary Art Museum St. Louis

Principal Type handlettering

151

Poster

Design Klaus Hesse, Düsseldorf

Design Office Hesse Design GmbH

Client Hochschule für Gestaltung Offenbach

Principal Type GE Arista and Replica Pro Bold

Dimensions 27.6 x 39.4 in. (70 x 100 cm)

152

Magazine

Studio leomaria grafikdesign

Client Alliance of German Designers (AGD)

Principal Type Helvetica Extra Compressed, Neoprint, and Sabon

Dimensions 9.2 x 11.8 in. (23.4 x 30 cm)

153

Poster

Design Akihiko Tsukamoto, Tokyo

Art Direction Akihiko Tsukamoto

Lettering Akihiko Tsukamoto

Illustration Harumi Kimura

Design Office Zuan Club

Client Hatter TORAYA

Principal Type handlettering

Dimensions 28.7 x 40.6 in. (72.8 x 103 cm)

154

Student Project

Design Henning Kreitel and Daniel Stroh acker, Stuttgart

School Staatliche Akademie der Bildenden K nste Stuttgart

Professor Hans-Georg Pospischi

Principal Type handlettering

Dimensions 23.4 x 33.1 in. (59.4 x 84.1 cm)

155

Poster

Design Michael Bierut and Yve Ludwig, New York

Art Direction Michael Bierut

Design Office Pentagram Design New York

Client Yale School of Architecture

Principal Type News Gothic BT and Titling Gothic Compressed

Dimensions 22 x 34 in. (55.9 x 86.4 cm)

156

Posters

Design Tomoya Kaishi, Tokyo

Art Direction Tomoya Kaishi

Studio room-composite

Client Contemporary Art in Tokyo

Principal Type Fake Receipt Regular and custom

Dimensions 28.7 x 40.6 in. (72.8 x 103 cm)

157

Experimental

Lettering Erik Marinovich, San Francisco

Studio Friends of Type

Principal Type handlettering

Dimensions various

158

Experimental

Lettering Erik Marinovich, San Francisco

Studio Friends of Type

Principal Type handlettering

Dimensions 27 x 30 in. (68.6 x 76.2 cm)

159

Posters

Design Bernardo Margulis, Philadelphia

Art Direction Kelly Holohan

Lettering Bernardo Margulis

Copywriter Bernardo Margulis

Principal Type handlettering

Dimensions 12 x 16 in. (30.5 x 40.6 cm)

160

Posters

Design Anja Geier, Nelli Gulbicki, Markus Hasel, and Daniel Schäfer, Augsburg, Germany

Art Direction Christoph Sauter and Mara Weyel

Creative Direction Artur Gulbicki

Brand Consulting Tobias Sommer

Design Office KW Neun Grafikagentur

Client Kulturamt der Stadt

Principal Type Generika Mono

Dimensions 33.1 x 46.8 in. (84.1 cm x 118.9 cm)

161

Poster

Design Oliver Munday, New York

Client Maryland Institute College of Art (MICA)

Principal Type Century Schoolbook and custom

Dimensions 12 x 19 in. (30.5 x 48.3 cm)

162

Posters

Design Rob Alexander, Will Ecke, and Jason Schulte
Boston and San Francisco

Executive Creative Director Tom Godici and Greg Ketchum, New York

Worldwide Executive Creative Director Susan Westre

Art Direction Tom Godici, Jason Schulte, and Lew Willig

Creative Direction Michael Paterson

Vice Chairman of Creative Chris Wall

Writers Rob Jamieson, Greg Ketchum, and Mike Wing

Agency Ogilvy & Mather, New York

Studio Office: Jason Schulte Design

Clients Ogilvy & Mather and IBM

Principal Type ITC Lubalin Graph

Dimensions various

163

Promotion

Design Pascal Béjean, Olivier Körner, and Nicolas Ledoux, Paris

Creative Direction Pascal Béjean, Olivier Körner, and Nicolas Ledoux

Studio Pascal Béjean, Olivier Körner & Nicolas Ledoux

Client Théâtre Nanterre-Amandiers

Principal Type Marcelle and Replica

Dimensions various

164

Magazine

Design Sonja Fritsch and Stephan Günther, Mainz, Germany

School Fachhochschule Mainz

Professor Ulysses Voelker

Principal Type Linotype Centennial and Letter Gothic LT

Dimensions 10.6 x 15 in. (27 x 38 cm)

165

Signage

Design Sebastian Fischer, Lizá Defossez Ramalho, and Artur Rebelo,
Stuttgart, Germany, and Porto, Portugal

Art Direction Lizá Defossez Ramalho and Artur Rebelo

Creative Direction Lizá Defossez Ramalho and Artur Rebelo

Client Parque Escolar

Principal Type Stripe

Dimensions various

166

Book Jacket

Design Paul Buckley, New York

Art Direction Paul Buckley

Publisher Penguin Group (USA)

Principal Type Gaq and Gotham

Dimensions 7.5 x 9.1 in. (19.1 x 23.1 cm)

167

Magazine Spread

Design Cláudia de Almeida, New York

Creative Direction Debra Bishop

Lettering Cláudia de Almeida

Publication *MORE*

Principal Type Affair and Miller

Dimensions 16.5 x 10.9 in. (41.9 x 27.7 cm)

168

Posters

Design Lucas Badger, Sucha Becky, and Eric Rother, Washington, D.C.

Art Direction Pum Lefebure

Creative Direction Pum Lefebure and Jake Lefebure

Agency Design Army

Client Signature Theatre Season Posters

Principal Type Caslon Open Face and Swiss 721

Dimensions 14 x 22 in. (35.6 x 55.9 cm)

169

Corporate Identity

Design Michael Bierut and Jennifer Kinon, New York

Art Direction Michael Bierut

Design Office Pentagram Design New York

Client Saks Fifth Avenue

Principal Type Gotham Light

Dimensions various

170

Brochure

Design Belle Chock and Gloria Hiek, San Francisco

Creative Direction Kit Hinrichs

Photography Terry Heffernan

Illustration Elwood Smith, Rhinebeck, New York

Copywriter Delphine Hirasuna

Design Office Studio Hinrichs

Client Sappi Fine Paper North America

Principal Type Champion Gothic HTF, Franklin Gothic BT,
Helvetica Neue, and News Gothic BT

Dimensions 7.5 x 10.4 in. (19.1 x 26.4 cm)

171

Catalog

Design Koo Bon-hae and Park Kum-jun, Seoul

Art Direction Park Kum-jun

Creative Direction Park Kum-jun

Illustration Park Kum-jun and Lee Ji-hee

Photography Park Kum-jun and Cho Ok-hee

Photo Revision Joe Sung-kwon

Photo Studio Studio Dahong

Writers Lee So-youn and Song Ji-sun

Publisher Jong Jong-in

Coordinators Lee Ji-hye, Lee Jung-hye, and Nam Seung-youn

Design Office 601bisang

Principal Type Cooper Black, Garamond Pro, and SM ShinShin Myung-jo

Dimensions 9.6 x 13.2 in (24.3 x 33.5 cm)

172

Calendar

Art Direction Flo Gaertner, Karlsruhe, Germany

Final Art Work Silke Hensel, Jan Kiesswetter, and Anna Straetmans

Design Office MAGMA Brand Design GmbH & Co. KG

Client E&B engelhardt & bauer

Principal Type OUBEY Type System and Generika MG

Dimensions 26.8 x 18.9 in. (68 x 48 cm)

173

Corporate Identity

Design Thomas Porostocky, New York

Creative Direction Brian Collins and Leland Maschmeyer

Design Office COLLINS:

Client Lenovo

Principal Type Compressed Key

Dimensions 14 x 20 in. (35.6 x 50.8 cm)

174

Books

Design Kelly Dorsey, Philadelphia
Executive Creative Direction Jim Walls
Chief Creative Officer, Principle Darryl Cilli
Creative Direction Dan Shepelavy
Copywriter Anna Hartley
Director of Production Rosemary Fahmie
Printing Alcom Printing Company
Agency 160over90
Client Loyola University Maryland
Principal Type Archer and Gotham Narrow
Dimensions 17 x 11.5 in. (43.2 x 29.2 cm)

175

Poster

Design Ricardo Cañizares and Pepe Gimeno, Valencia, Spain
Art Direction Pepe Gimeno
Studio Pepe Gimeno · Proyecto Gráfico
Client Universitat de València
Principal Type Akzidenz Grotesk
Dimensions 19.7 x 27.6 in. (50 x 70 cm)

176

Invitation

Design J. Kenneth Rothermich, Brooklyn, New York
Client Richelle Singleton & Ken Rothermich
Principal Type Avenir, Sackers Gothic, and Shelly
Dimensions various

177

Magazine

Creative Direction Konrad Angermüller, Anna Kranebitter,
Jelka Kretschmar, and Adrian Palko, Weimar, Germany
Client HORIZONTE - Zeitschrift für Architekturdiskurs
Principal Type Korpus, Liberation Mono, and SangBleu BP
Dimensions 5.9 x 9.1 in. (15 x 23 cm)

178

Self-Promotion

Art Direction Daria Reina, Rome, Italy
Creative Direction Andrea Ferolla and Daria Reina
Illustration Andrea Ferolla
Design Office Ferolla Reina - Chez Dede
Principal Type Commercial Script, FF Din, Engravers Gothic,
Maus, and Rosewood
Dimensions 4.3 x 6.3 in. (11 x 16 cm)

179

Magazine

Design Benjamin Schulte and Bjoern Wolf, Berlin and Düsseldorf
Art Direction Benjamin Schulte and Bjoern Wolf
Creative Direction Benjamin Schulte and Bjoern Wolf
Lettering Benjamin Schulte and Bjoern Wolf
Client Dummy Verlag
Principal Type Akzidenz Grotesk, Amerigo, Arnhem, and handlettering
Dimensions 7.7 x 10.8 in. (19.5 x 27.5 cm)

180

Advertisement

Design Paul Belford, London
Writer Andy Mathieson
Design Office This is Real Art
Principal Type OCR B
Dimensions 16.5 x 23.4 in. (42 x 59.4 cm)

181

Packaging

Art Direction Christian Doering, Hamburg
Creative Direction Katrin Oeding
Copywriter Till Grabsch
Graphic Designer Ana Magalhaes
Agency Kolle Rebbe/KOREFE
Client T.D.G. Vertriebs UG (haftungsbeschraenkt) & Co. KG
Principal Type ANA
Dimensions various

182

Poster

Art Direction Flo Gaertner, Karlsruhe, Germany

Design Office MAGMA Brand Design GmbH & Co. KG

Client Vitra Design Museum

Principal Type Akkurat

Dimensions 23.4 x 33.1 in. (59.4 x 84.1 cm)

183

Poster

Design Stephan Bundi, Berne, Switzerland

Studio Atelier Bundi AG

Client Theater Biel Solothurn

Principal Type Helvetica Neue and custom

Dimensions 35.2 x 50.4 in. (89.5 x 128 cm)

184

Unpublished

Design Tomoya Kaishi, Tokyo

Art Direction Tomoya Kaishi

Design Office room-composite

Principal Type Chu Gothic BBB and Yokobuto Mincho

Dimensions 28.7 x 40.6 in. (72.8 x 103 cm)

185

Posters

Design Hiroaki Nagai and Akiko Wake, Tokyo

Art Direction Hiroaki Nagai

Photography Shinichi Kaneko

Copywriter Tadayasu Seto

Design Office N.G.Inc.

Client Shinich Kaneko

Principal Type custom

Dimensions 40.6 x 57.3 in. (103 x 145.6 cm)

186

T-shirt

Design Oliver Carver and Mark Denton, London

Concept Fern Berresford

Typographer Andy Dymock

Production Company Coy! Communications

Client A Large Evil Corporation

Principal Type Franklin Gothic Wide

187

Commercial

Design Andrew Byrom, Joe Shouldice, and Stephan Walter
New York

Art Direction Stefan Sagmeister

Agency Creative Direction John Merrifield

Agency Producer Shareen Thumbo

Production Company Passion Pictures

Agency TBWA Asia Pacific

Studio Sagmeister Inc.

Client Standard Chartered

Principal Type custom

188

Convention Opening

Design Guillaume Alix and Kyle Miller, New York

Art Direction Kyle Miller

Creative Direction Scott Matz and Justin Meredith

Lettering Kyle Miller

Animation Ken Krueger and Kyle Miller

Music and Sound Design Michael Montes

Design Office Thornberg & Forester

Client GEL Conference 2010

Principal Type handlettering

189

Website

Design Samuel Jacques, Montréal
Creative Direction Philippe Lamarre
Lettering Samuel Jacques
Agency TOXA
Client Nouveau Théâtre Expérimental
Principal Type handlettering

190

Website

Design Young Soon Lee, Seoul
Creative Direction Jae Woo Lee
Agency Markers
Principal Type custom

191

Student Project

Design Elisa Bates, Brooklyn, New York
School School of Visual Arts, New York
Instructor Gail Anderson
Principal Type various scanned wood type

192

Student Project

Design Elisa Bates, Brooklyn, New York
School School of Visual Arts, New York
Instructor Stefan Sagmeister
Principal Type various scanned wood type

193

Student Project

Design Tim Hucklesby
School School of Visual Arts, New York
Instructors Gail Anderson and Stefan Sagmeister
Principal Type custom

194

Student Project

Design Tim Hucklesby
School School of Visual Arts, New York
Instructors Gail Anderson and Stefan Sagmeister
Principal Type Clearview, Geometric Slabserif 712, and Helvetica

195

Design Derek Munn, Brooklyn, New York
School School of Visual Arts, New York
Instructor Gail Anderson
Principal Type various

196

Student Project

Design Sebastian Ebarb, Brooklyn, New York
School School of Visual Arts, New York
Instructor Gail Anderson
Principal Type Baskerville, Futura, Gold Rush Regular, and Ivy League

197

Student Project

Design Jihwan Kim, New York
School School of Visual Arts, New York
Instructor Ori Kleiner
Principal Type Baskerville, Bodoni, Futura, Garamond, and Optima

198

Blog

Design Office UnderConsideration, Austin, Texas
Principal Type Coquette, Skolar Web, and P22 Underground

199

Student Project

Design Jesse Senje Yuan, Rego Park, New York
Song Ibuki by the Yoshida Brothers
School School of Visual Arts, New York
Instructor Gail Anderson
Principal Type Li Song Pro

200

Student Project

Design Niko Skourtis, New York

School California College of the Arts, San Francisco

Instructors Dennis Crowe and Michael Vanderbyl

Principal Type Helvetica

201

Website Animation

Design Knut Maierhofer, Munich

Motion Design Gabriel Weiss

Expert Motion Design Cecil Rustemeyer

Music Christian Ring

Client Manager Nadine Vicentini

Brand Company KMS TEAM GmbH

Client Amsterdam Molecular Therapeutics (AMT)

Principal Type Univers

202

Student Project

Design Elliott Walker, Brooklyn, New York

School School of Visual Arts, New York

Instructor Gail Anderson

Principal Type handlettering

203

Student Project

Design Matt Luckhurst, Brooklyn, New York

School School of Visual Arts, New York

Principal Type handlettering

204

Student Project

Design Matt Luckhurst, Brooklyn, New York

School School of Visual Arts, New York

Thesis Advisor Paula Scher

Principal Type ITC Cheltenham and Walbaum

205

Video

Design Michael Bierut and Christina Nizar, New York

Design Office Pentagram Design New York

Client *The New York Times Magazine*

Principal Type National Regular

206

Music Video

Design Daniel Chang, Lynn Cho, Matthew Encina, Vanessa Marzaroli,
Chris O'Neill, Michael Relth, and Lawrence Wyatt, Santa Monica, California

Creative Direction Vanessa Marzaroli

Creatives Tom Phillips and Jason Swinscoe, New York

Calligraphy Bill Kemp

Illustration Daniel Chang, Lynn Cho, Vanessa Marzaroli, Chris O'Neill, and Michael Relth

Executive Producer Dave Kleinman

Producer Carrie Schupper

Post Producer Dana Vaden

2D Animation Daniel Chang, Jiaren Hui, Vanessa Marzaroli, Chris O'Neill, Michael Relth,
Maithy Tran, and Lawrence Wyatt

Storyboard Artist Vincent Lucido

Music The Cinematic Orchestra: Jason Swinscoe

Production Company Blind, Inc.

Agency Exposure USA

Client Bill Kemp

Principal Type handlettering

207

Student Project

Design Cameron Zotter, Baltimore

School Maryland Institute College of Art

Instructor Brockett Horne

Principal Type custom

208

Website

Design Michael Deal, Hilla Katki, Lisa Strausfeld, and
Adam Suharjah, New York

Creative Direction Lisa Strausfeld

Designer/Developer Adam Suharja

Design Office Pentagram Design New York

Client GE

Principal Type GE Inspira