



Typography Now: The Next Wave

Rick Poyner

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First published in 1991 to wide acclaim, *Typography Now: The Next Wave* rapidly established itself as the one indispensable guide to new experimental typography. Now available in paperback, this is the groundbreaking international survey that plotted the changing landscape of letter forms - from anti-professionalism of Edward Fella to the neo-modernist rigour of 8VO, from Zuzana Licko's Emigre fonts to Barry Deck's type for an imperfect world, from the extraordinary, deconstructed telephone book to seminal projects from Cranbrook Academy of Art.

A lucid introduction by design critic Rick Poynor, editor of *Eye Magazine*, traces the origins of next wave Typography, whether digital or hand-made, and explains the thinking that gives it shape.

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