

Linotype Pays Tribute to its Home Town

Type Week in New York City

"NOW THEREFORE I, Michael R. Bloomberg, Mayor of the City of New York [...] do hereby proclaim July 18–24, 2005 in the City of New York as Type Week."

The Mayor's Office has declared July 18–24 "Type Week," in honor of TypeCon, a typographic conference to be held at the Parsons School of Design, and organized by the Type Directors Club and SOTA, the Society of Typographic Aficionados. Linotype Library is pleased to sponsor this event, which allows it to celebrate a homecoming of sorts. After all, it was in New York on July 3, 1886, that a German immigrant to Baltimore named Ottmar Mergenthaler installed the world's first successful typesetting machine inside the New York Tribune composing room. Linotype was born and with it, a new age for printed communication.

The groundbreaking "Linotype" machine revolutionized the Tribune's production system. A single operator sitting in front of a typewriter-like keyboard could set the machine in motion. Just two years later, the Tribune's 30 Linotype machines had cut production costs by \$80,000 annually (equivalent to about 1.6 million dollars in today's currency).

Almost 120 years later, Linotype celebrates "Type Week" in New York. A special t-shirt bearing the title "Type and the City" pays tribute to the great City of New York and portrays the famous city skyline, with familiar buildings made up of the names of Linotype originals.

Linotype is the source of many of the most popular typefaces in the world. Aside from their beloved positions among the graphic designers, many of these fonts, including Palatino, Optima, Univers, Frutiger, Helvetica, and Sabon, are either used or read by Americans everyday.

Linotype Library GmbH, based in Bad Homburg, Germany and a member of the Heidelberg Group, looks back onto a history of 119 years. Building on its strong heritage, Linotype Library develops state-of-the-art font technology and offers more than 6,000 original fonts, covering the whole typographic spectrum from antique to modern, from east to west, and from classical to experimental. All typefaces (in PostScript™ and TrueType™ format as well as more than 1,400 fonts in OpenType™) are now also available for instant download at www.linotype.com. In addition to supplying digital fonts, Linotype Library also offers comprehensive and individual consultation and support services for font applications in worldwide (corporate) communication.

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Please find more typeface application samples on the Internet at www.linotype.com.