

Illuminating new dimensions of typography

Mergenthaler Edition releases Linotype Matrix 4.3

Bad Homburg, March 2008. The third edition of the Linotype Matrix, “a typographic journal published from time to time”, leads off with the art and inspiring insights of calligrapher Gottfried Pott, then offers glimpses into the typographical history of the Low Countries and a spotlight on the sans serif success story: Helvetica®. Once again rich in content and finely selected graphics, Matrix 4.3 is a treasure trove of both typographical experience and experiments.

Linotype Matrix 4.3 offers an exclusive look at Calligraphy and Lettering Design Professor Gottfried Pott's *Schreibmeisterbuch*. This hand-drawn book of letters explores the notion that “type emerges from writing” and the original is now in the Klingspur museum in Offenbach am Main. In his article, Gottfried Pott describes the book as an attempt to show how a typeface affects the visual appearance of a text, while also placing it in an historical and inspirational context. Linotype Matrix features many richly illustrated pages from the *Schreibmeisterbuch*, a rare glimpse at this inspiring work and the man behind it.

The Matrix then turns to the The Netherlands for further sources of creative inspiration. Jan Middendorp, the author of *Dutch Type*, surveys one of them: the famous Amsterdam Type Foundry Tetterode. Letters from Amsterdam reveal how Tetterode rose to prominence from humble origins in the fish trade and later came to challenge Enschedé, the other great Dutch type foundry of the day, in a fierce decades-long rivalry.

More of the rich heritage of the neighboring Belgium is revealed in *Type History Alive*, a brief tour of the Plantin-Moretus Museum in Antwerp. Brazilian graphic designer Claudio Rocha takes readers through this renowned center for the history and art of books, manuscripts and

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incunabula from the 800s-1800s. With an intact printing shop from the 16th century as well as thousands of period punches and matrices, the Plantin-Moretus is without question one of the world's premier typographic museums.

Who is the creator of Helvetica? There is still confusion on this subject even today. Without a doubt, both Max Miedinger and Eduard Hoffmann deserve the lion's share of the credit. To shed light on the details, Dr. Walter Greisner, former CEO of D. Stempel AG, sketches the exciting lifeline of the world's "most successful sans serif," from its origins in Basel as Neue Haas Grotesk™ to the sophisticated system of 51 styles and weights we know today.

More awaits inquiring minds. From design theorist Max Bollwage's musings on the origins of the Old English Type in the mid-14th century to an exposé on the uses of skinny typefaces on posters and headlines. Linotype Matrix 4.3 once again invites readers on a journey of rich textual pleasure. Available now at www.linotype.com.

Linotype GmbH, based in Bad Homburg, Germany and a wholly owned subsidiary of Monotype Imaging Holdings Inc., looks back onto a history of more than 120 years. Building on its strong heritage, Linotype develops state-of-the-art font technology and offers more than 9,000 original typefaces, 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 7,000 fonts in OpenType™) are now also available for instant download at www.linotype.com. In addition to supplying digital fonts, Linotype also offers comprehensive and individual consultation and support services for font applications in worldwide (corporate) communication.

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