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Now online – a nonlinear history of sans serifs by Adrian Frutiger

Bad Homburg, September 8th, 2004. How closely has the simplification of type over the last few centuries reflected the changing times? Are serifs merely an unnecessary encumbrance from the past soon to be phased out for good? Or do they really improve the overall legibility of a text? These questions and many more are investigated by the world-famous type designer Adrian Frutiger. Supported by a wealth of illustrations and pictures, comparisons are drawn to everything from architecture and automobile styles to clothing and popular music, documenting in a refreshing and remarkably enlightening way the evolution of type design – especially in recent decades, as traditional forms of typesetting have become more or less obsolete. In brief, Adrian Frutiger's discourse is a "must read" for all typography professionals. Encompassing numerous unexpected aspects of society, his approach may seem somewhat nonlinear at times, but the wealth of information and fascinating insights make the journey all the more worthwhile, not to mention a rewarding and enthralling read. Discover the bigger picture behind the development of the sans serifs – drop by the Font Lounge on the Linotype website at <www.linotype.com> and click your way into the Font Feature area. Your understanding of type will never be the same again.

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