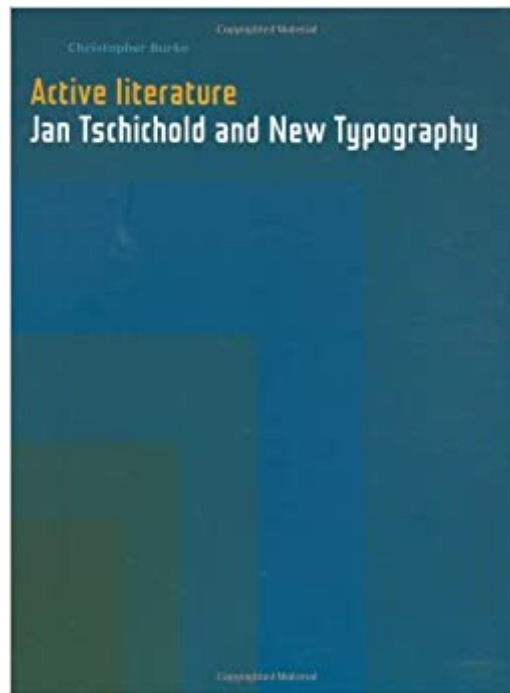


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Active Literature: Jan Tschichold And New Typography



Synopsis

Jan Tschichold (1902-1974) is considered by many to be the most influential typographer of the twentieth century. A leading voice of the modernist movement, Tschichold oversaw the redesign of the Penguin and Pelican paperbacks in the late 1940s and devised for them a standardized set of typographic rules. The classical type designs of his late career qualify him as perhaps the first typographic postmodernist. *Active Literature*, an in-depth study of Jan Tschichold's modernist period, is based on extensive archival research that uncovered a wealth of new photographs of his design work. Author Christopher Burke presents a full portrait of the designer's career and puts into context Tschichold's own account of his life and work.

Book Information

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Customer Reviews

Christopher Burke is a type designer, typographer, and the author of *Paul Renner: The Art of Typography*.

Honestly I did not expect a book about Jan Tschichold to be fascinating--but I was wrong! Burke fills in the details that connect the man, the work, and the history: just how his name change played into his imprisonment as a "cultural bolshevik;" who Tschichold saw as his audience; how his correspondence with exponents of the "new typography" made him influential; how the terms of his residency in Switzerland apparently affected his rhetoric about design; and far more. Full of wisdom for designers today, plus many previously-unseen works by Tschichold and his peers. I have a

much better grasp of the whole modern movement, thanks to this readable and insightful history.

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