

Type & Typography, Highlights from Matrix, the review for printers and Bibliophiles

**A Major New Compilation of Articles on Type and Typography
From Mark Batty Publisher**

Book Title	Type & Typography		
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Introduction	John Randle		
Editor	John Berry		
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FROM GUTENBERG TO OUR DIGITAL AGE, type and typography have proven to be seminal communication tools with a reach as wide as language itself. This is evident in *Type & Typography*, an entertaining collection of 36 articles, presenting a wide spectrum of facets of type and typography. Written by prominent experts in the field in an accessible and engaging style, this beautifully illustrated book is sure to be of interest to graphic designers.

There are articles about typefaces, typeface designers, makers of typefaces, and changing taste in the design and use of type. The authors explain the use of typefaces in the setting of complex information, mathematics, books and poetry.

The account of the making of Joyce's *Ulysses* is just one such fascinating story, and describes the typography and printing of James Joyce's *Ulysses* – a long collaboration between the author and typesetter resulting in his classic work. Another covers the thinking behind the making of a typeface revival rigorous enough to add real late-twentieth-century value to what many considered a perfect eighteenth-century design.

Wide-ranging articles such as these cover both contemporary and historical use of types—metal, wood, digital, experimental, and classical. There are no preconceptions about what is good, bad, or ugly. For example, whether your interest is in Caslon or Golden Cockerel; Eric Gill, Victor Hammer, or El Lissitzky; Greek or Irish types; Stanley Morrison's wide and varied influences; types for bibles, books or posters; the influence of Western printing engineering on the development of Indian types; Jan Van Krimpen or Hermann Zapf; serifs, sans serifs or printers' flowers, then this book will stimulate your thinking and expand your knowledge.

Type & Typography is a meticulous, well-made and thoughtful book. John D. Berry has supplied an informative introduction together with summaries at the head of each contribution. These editorial notes help tie the articles together and to give them context: not only one to the other but also to provide a rich background in the history of type and typography and their contemporary



application to graphic design. There is a new introductory article 'The Genesis of *Matrix*', by John Randle. Other articles are written by many of the 20th century's leading experts: Sebastian Carter, Brooke Crutchley, John Dreyfus, and James Mosley to name a very few. The book also includes a comprehensive index for those with specific interests.

The articles are harvested from *Matrix*—the well-known and highly respected journal of the printing arts that has been produced annually for the last 22 years, in very limited quantities, by the Whittington Press. *Type & Typography* presents the publisher's selection of some of the very best articles. This is a unique opportunity to dip deeply into this highly important but hitherto elusive resource.

Type & Typography can be ordered from your local bookseller or direct from Mark Batty Publisher through our secure ordering system on our website www.MarkBattyPublisher.com. You can also fax or e-mail, or mail your order to us at: Mark Batty Publisher, 6050 Boulevard East, Suite 2H, West New York, NJ 07093 USA. Phone 201-453-1775, fax 201-861-3365, email: info@markbattypublisher.com.

The Special Edition

THE SPECIAL EDITION HAS BEEN PUBLISHED IN AN EDITION OF 70 COPIES for sale. Like the Deluxe, it is half-bound in scarlet leather by The Fine Bindery, featuring the name of the book on the spine, tooled in gold using Caslon Italic. The boards are gray paper covered and the book is signed by John Randle in the colophon. The book is presented with a folio containing five pieces of ephemera. Both the book and the folio are in a slipcase. The items include pages showing some of John DePol's wood-engravings of iron hand-presses from *American Iron Hand Presses* by Stephen O. Saxe and reviewed in *Matrix 12*; samples of Victor Hammer's type printed for Sebastian Carter's article in *Matrix 7*; a type specimen printed at the Rampant Lions Press by Sebastian Carter for inclusion in *Portraits of Presses*, published by the Whittington Press in 1997; the special Whittington dust-wrapper for *Type & Typography*; and either the poster celebrating the twentieth issue of *Matrix*, and based on the jacket for the twentieth issue, or a poster of an extract from *The Hand Press* by Hilary Pepler, printed for the Whittington Press open day, 1 September 2001.

The Special Edition price is \$225.

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