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# Scripts: Elegant Lettering From Design's Golden Age



## Synopsis

For a type nerd, the only thing missing from *Scripts* is a centerfold of voluptuous Spencerian. . . . About ninety percent of the book is images, glorious images. • • Communication Arts Seen in everything from wedding invitations and birth announcements to IOUs, menus, and diplomas, script typefaces impart elegance and sophistication to a broad variety of texts. Scripts never go out of style, and the hundreds of inventive examples here are sure to inspire today's designers. Derived from handwriting, these are typefaces that are stylized to suggest, imply, or symbolize certain traits linked to writing. Their fundamental characteristic is that all the letters, more or less, touch those before and after. Drawn from the Golden Age of scripts, from the nineteenth to the mid-twentieth century, this is the first compilation of popular, rare, and forgotten scripts from the United States, Germany, France, England, and Italy. Featuring examples from a vast spectrum of sources—advertisements, street signs, type-specimen books, and personal letters—this book is a delightful and invaluable trove of longoverlooked material. 275 illustrations, 254 in color

## Book Information

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## Customer Reviews

Heller and Fili's illustrated collection of historical letterforms found in ephemera from around the world will inspire patrons who seek distinct scripts or anyone practicing the art of calligraphy. • - Library Journal

Steven Heller is co-chair of the MFA Design: Designer as Author program at the School of Visual Arts, New York. His many previous books include *Typographic Universe*, *New Modernist Type*, and

Scripts. Louise Fili is director of Fili Design, a New York-based design studio specializing in typographic treatments. The recipient of the AIGA Medal in 2014, she is the coauthor with Steven Heller of *Scripts*.

Not what I expected, but wonderful and exquisite nonetheless. For some reason, I thought this book would be like others in my collection, which are teaching books for various types of calligraphy. Instead, this is a gorgeous art book, filled with photographs of typescript from old labels, ads, posters, and ephemera. The content represents the authors' collection of said items, and are grouped by country of origin. A sumptuous book to look at and return to again and again for pure enjoyment and inspiration.

Since the kindle and the iPad I seldom purchase a hard cover book...this was the excellent exception. This is an extraordinary collection of the everyday advertising that elevates signage and print into an art form. Fili has an unerring eye for form and her collection covers the sophisticated to garish. Highly recommended.

This is an excellent book for anyone interested in hand lettering and the history of the script. It's easy to be inundated by the sheer number of images in the book (in a good way), which makes it a reference book I'll come back to again and again. The images are from both American and European sources, most of which date to the first half of the twentieth century. There is a brief historical introduction at the beginning of each section which provides a context for the images that follow.

\*This review is written specifically for graphic designers and artists.\* "*Scripts*" is an absolutely gorgeous book full of great reference material. The "LOOK INSIDE" option doesn't do it any justice. The interior content is a mixture of photos of signage and alphabet samples. All is divided by regions (Italy, France, USA, to quote a few of them), and arranged by region rather than style. This is a great approach! It's paperback, but the cover is a heavy, coated material. The book itself is quite hefty, although the pages seem a bit thinner than I would like. It's perfect bound, which will make it difficult to leave the book laying open if you're using any of the pages as reference material. Overall, it's a must-have book from 's selection.

So many variations of font/type. Very inspirational. My only set back is the book to have maybe a

dates of the fonts and types put in the book. It would be great to see how type evolved in a timeline.

Thank you Steven and Louise for sharing from your personal collection that I'm sure has taken a great deal of time to collect. The examples are grouped by country of origin (France, Britain, Germany, Italy and America) and each chapter provides a large assortment of examples. Anyone interested in typography and looking for inspiration for their own hand lettering projects with love this book, I do!

Love this book. Has great references of beautiful lettering.

A really nice book of both type specimens and examples using them. We use it as a reference for tattoo design, but it's been great for graphic design as well.

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