

MOMA

the new typography

In the 1920s and 1930s, the so-called New Typography movement brought graphics and information design to the forefront of the artistic avant-garde in central Europe, protesting traditional arrangements of type in symmetrical columns, mirrored design, and organized, the printed page or poster as a blank field in which blocks of type and illustration (frequently harmonious) could be arranged in harmonious style. Taking the lead from currents in Soviet Russia and at the Weimar Bauhaus, the designer Jan Tschichold codified the movement with accessible guidelines in his landmark book *Die Neue Typographie* (1928). Adapted for a new way of working for a huge range of printed matter, from business cards and brochures to magazines, books, posters and numerous small-scale works in drawn form, MOMA's rich collection of Soviet Russian, German, Dutch, and Czechoslovakian graphics. They represent material from Tschichold's own collection, which supported his teaching and publication from around 1927 to 1937.

Es ist zum Verwischen!

12.23.09 – 07.25.10
 10:30 – 5:30 Saturday – Thursday
 10:30 – 8:00 Friday

<https://www.moma.org/>

The New Typography MoMA Poster

MoMA

December 23, 2009–July 25, 2010

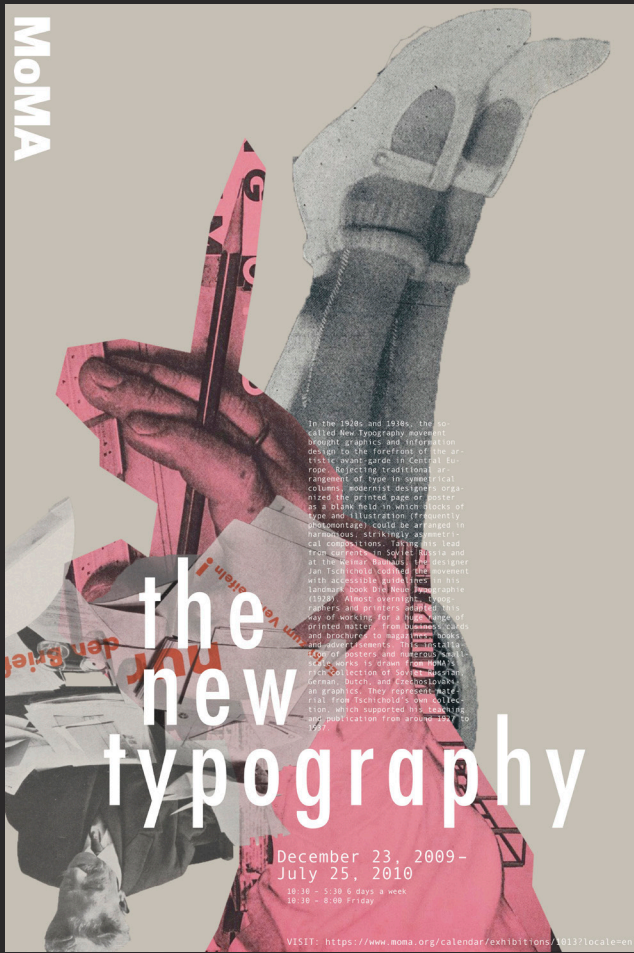
the new typography

10:30 – 5:30 6 days a week
10:30 – 8:00 Friday

In the 1920s and 1930s, the so-called New Typography movement brought graphics and information design to the forefront of the artistic avant-garde in Central Europe. Rejecting traditional arrangements of type in symmetrical columns, modernist designers presented the printed page as poster or as a blank field in which blocks of type and illustration (frequently photomontage) could be arranged in harmonious, strikingly asymmetrical compositions. Taking his lead from futurists in Soviet Russia and at the Weimar Bauhaus, the designer Jan Tschichold codified the movement with accessible guidelines in his landmark book *The New Typography* (1928). Almost overnight, typographers and printers adapted this way of working for a huge range of printed matter: from business cards and brochures to magazines, books, and advertisements. This installation of posters and numerous small-scale works is drawn from MoMA's rich collection of some 5,000 posters, books, and Czechoslovakian graphics. They represent material from Tschichold's own collection, which supported his teaching and publication from around 1927 to 1937.

VISIT: <https://www.moma.org/calendar/exhibitions/1013?locale=en>

MoMA



In the 1920s and 1930s, the so-called New Typography movement brought graphics and information design to the forefront of the artistic avant-garde in Central Europe. Rejecting traditional arrangements of type in symmetrical columns, modernist designers presented the printed page as poster or as a blank field in which blocks of type and illustration (frequently photomontage) could be arranged in harmonious, strikingly asymmetrical compositions. Taking his lead from futurists in Soviet Russia and at the Weimar Bauhaus, the designer Jan Tschichold codified the movement with accessible guidelines in his landmark book *The New Typography* (1928). Almost overnight, typographers and printers adapted this way of working for a huge range of printed matter: from business cards and brochures to magazines, books, and advertisements. This installation of posters and numerous small-scale works is drawn from MoMA's rich collection of some 5,000 posters, German, Dutch, and Czechoslovakian graphics. They represent material from Tschichold's own collection, which supported his teaching and publication from around 1927 to 1937.

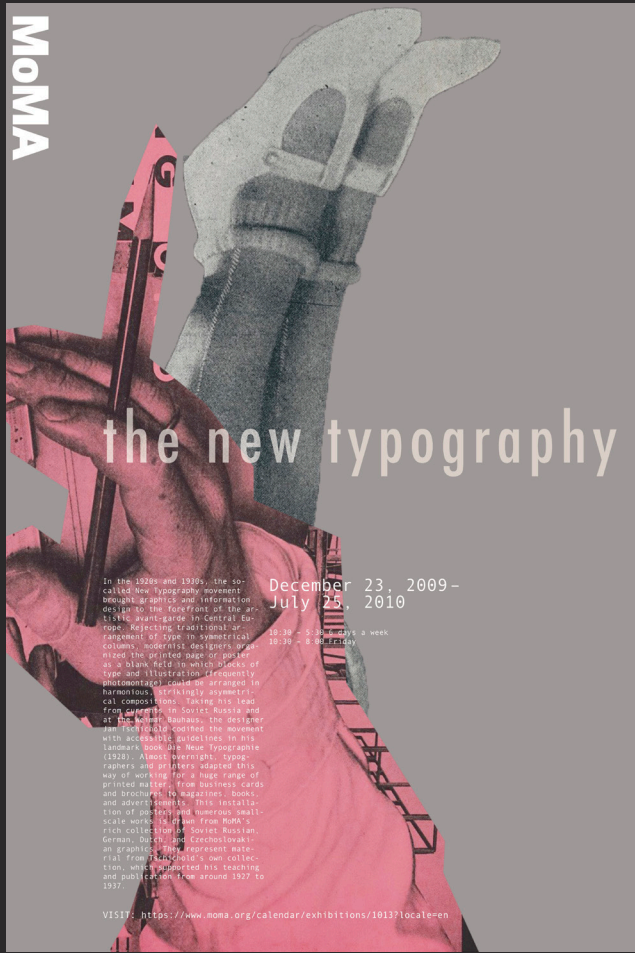
the new typography

December 23, 2009–July 25, 2010

10:30 – 5:30 6 days a week
10:30 – 8:00 Friday

VISIT: <https://www.moma.org/calendar/exhibitions/1013?locale=en>

MoMA



December 23, 2009–July 25, 2010

10:30 – 5:30 6 days a week
10:30 – 8:00 Friday

In the 1920s and 1930s, the so-called New Typography movement brought graphics and information design to the forefront of the artistic avant-garde in Central Europe. Rejecting traditional arrangements of type in symmetrical columns, modernist designers presented the printed page as poster or as a blank field in which blocks of type and illustration (frequently photomontage) could be arranged in harmonious, strikingly asymmetrical compositions. Taking his lead from futurists in Soviet Russia and at the Weimar Bauhaus, the designer Jan Tschichold codified the movement with accessible guidelines in his landmark book *The New Typography* (1928). Almost overnight, typographers and printers adapted this way of working for a huge range of printed matter: from business cards and brochures to magazines, books, and advertisements. This installation of posters and numerous small-scale works is drawn from MoMA's rich collection of some 5,000 posters, German, Dutch, and Czechoslovakian graphics. They represent material from Tschichold's own collection, which supported his teaching and publication from around 1927 to 1937.

VISIT: <https://www.moma.org/calendar/exhibitions/1013?locale=en>

HAD A SNOW DAY. PEANUT BUTTER CUPS. DONALD TRUMP WAS ELECTED PRESIDENT. I WAS HORRIFIED. I DRANK TEA AND LEMONADE.

**BOND
BOKS
SYOB
ONOB**

THE DOG JUMPED OVER THE MOON AND LUNCHED.
THE BAKER BURNT THE BAGUETTES LAST YEAR.

**ABCDEF
GHIJKLM
NOPQRST
UVWXYZ**

+ @ ! # - ,
? " ' ()

**ABCD
EFGH
IJKL
MNOP
QRST
UVWX
YZ**

HAD A SNOW DAY. PEANUT BUTTER CUPS. DONALD TRUMP WAS ELECTED PRESIDENT. I WAS HORRIFIED. I DRANK TEA AND LEMONADE.

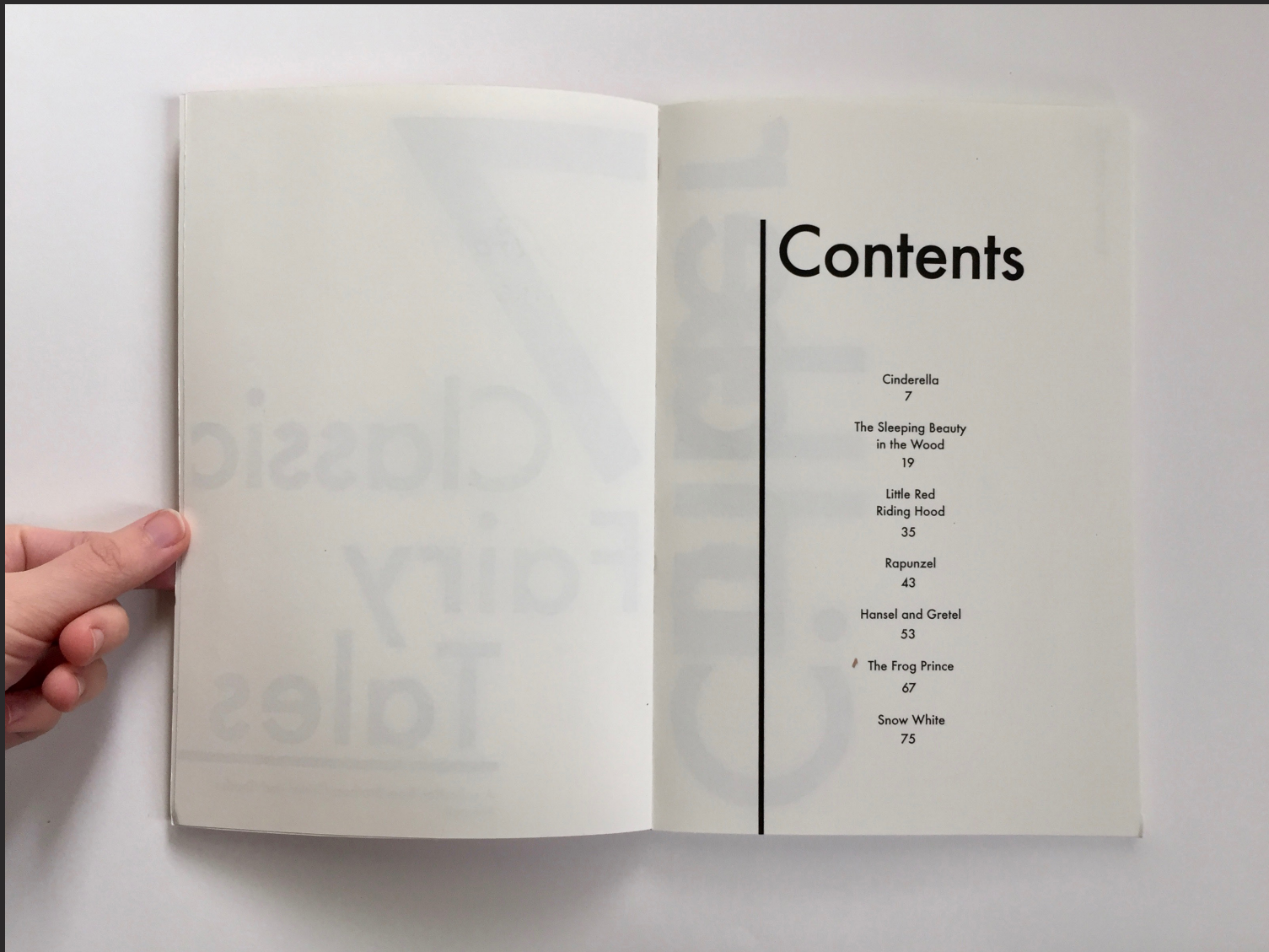
Bondboks Modular Typeface & Specimen



7 Classic Fairy Tales Book - Handbound



Inside Cover Detail



Contents

Cinderella
7

The Sleeping Beauty
in the Wood
19

Little Red
Riding Hood
35

Rapunzel
43

Hansel and Gretel
53

The Frog Prince
67

Snow White
75

Table of Contents Interior Spread

The
Sleeping
Beauty in
the Wood

Charles Perrault
1697

Title Page Interior Spread

everything he had done; but as she had very great foresight, she thought that when the Princess should awake she might not know what to do with herself, if she was all alone in this old palace.

This was what she did: she touched with her wand everything in the palace (except the King and Queen),—governesses, maids of honor, ladies of the bedchamber, gentlemen, officers, stewards, cooks, undercooks, kitchen maids, guards with their porters, pages, and footmen; she likewise touched all the horses which were in the stables, the cart horses, the hunters and the saddle horses, the grooms, the great dogs in the outward court, and little Mopsey, too, the

Princess's spaniel, which was lying on the bed. As soon as she touched them they all fell asleep, not to awake again until their mistress did, that they might be ready to wait upon her when she wanted them. The very spits at the fire, as full as they could hold of partridges and pheasants, fell asleep, and the fire itself as well. All this was done in a moment.

Fairies are not long in doing their work. And now the King and Queen, having kissed their dear child without waking her, went out of the palace and sent forth orders that nobody should come near it.

These orders were not necessary; for in a quarter of an hour's time there grew up all round about the park such a vast number of trees, great and small, bushes and brambles, twining one within another, that neither man nor beast could pass through; so that nothing could be seen but the very top of the towers of the palace; and that, too, only from afar off.

Every one knew that this also was the work of the fairy in order that while the Princess slept she should have nothing to fear from curious people. After a hundred years the son of the King then reigning,

who was of another family from that of the sleeping Princess, was a-hunting on that side of the country, and he asked what those towers were which he saw in the middle of a great thick wood.

Every one answered according as they had heard. Some said that it was an old haunted castle, others that all the witches of the country held their midnight revels there, but the common opinion was that it was an ogre's dwelling, and that he carried to it all the little children he could catch, so as to eat them up at his leisure, without any one being able to follow him, for he alone had the power to make his way through the wood.

The Prince did not know what to believe, and presently a very aged countryman spake to him thus:—

"May it please your royal Highness, more than fifty years since I heard from my father that there was then in this castle the most beautiful princess that was ever seen; that she must sleep there a hundred years, and that she should be waked by a king's son, for whom she was reserved."

The young Prince on hearing this was all on fire. He thought, without weighing the matter, that he could put an end to this rare adventure; and, pushed on by love and the desire of glory, resolved at once to look into it.

As soon as he began to get near to the wood, all the great trees, the bushes, and brambles gave way of themselves to let him pass through. He walked up to the castle which he saw at the end of a large avenue; and you can imagine he was a good deal surprised when he saw none of his people following him, because the trees closed again as soon as he had passed through them.

However, he did not cease from continuing his



Typographic Journal of A Day in My Life



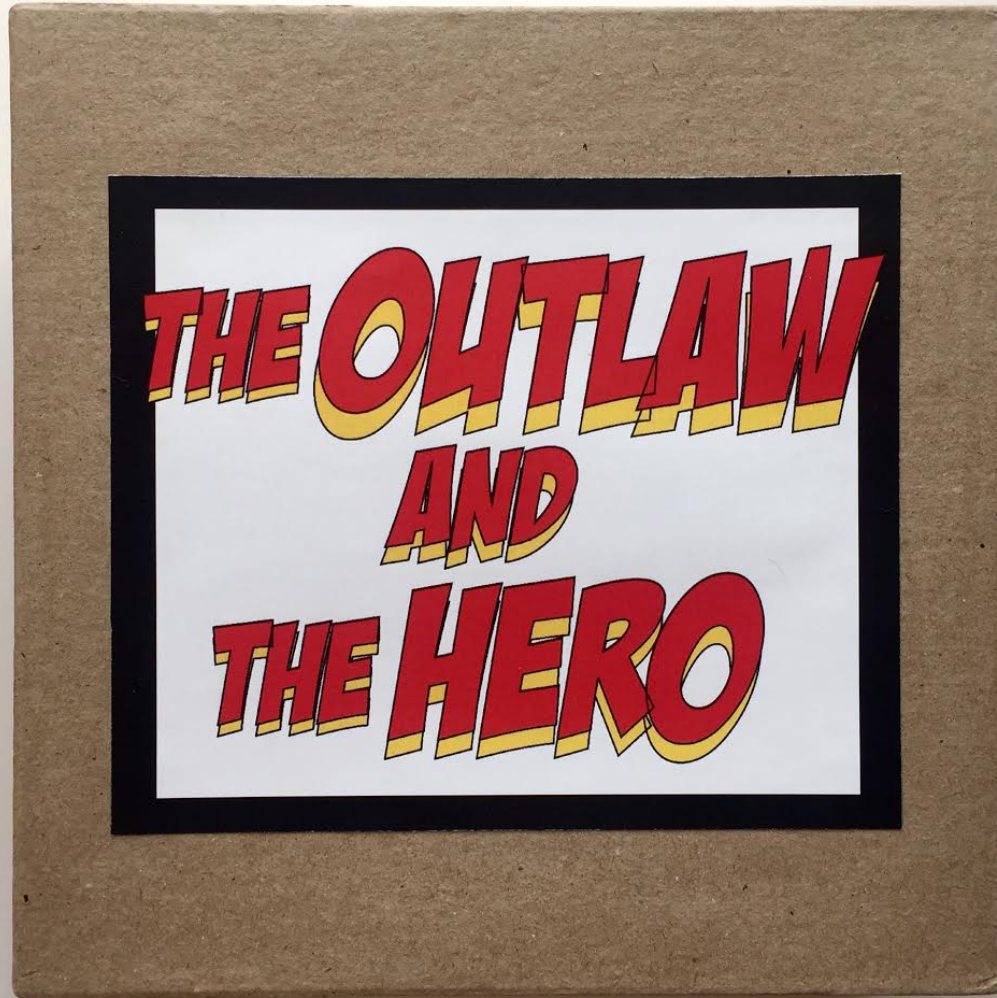
Spreads showing people I see, thoughts, and time.





Spreads showing people I see, thoughts, and time.

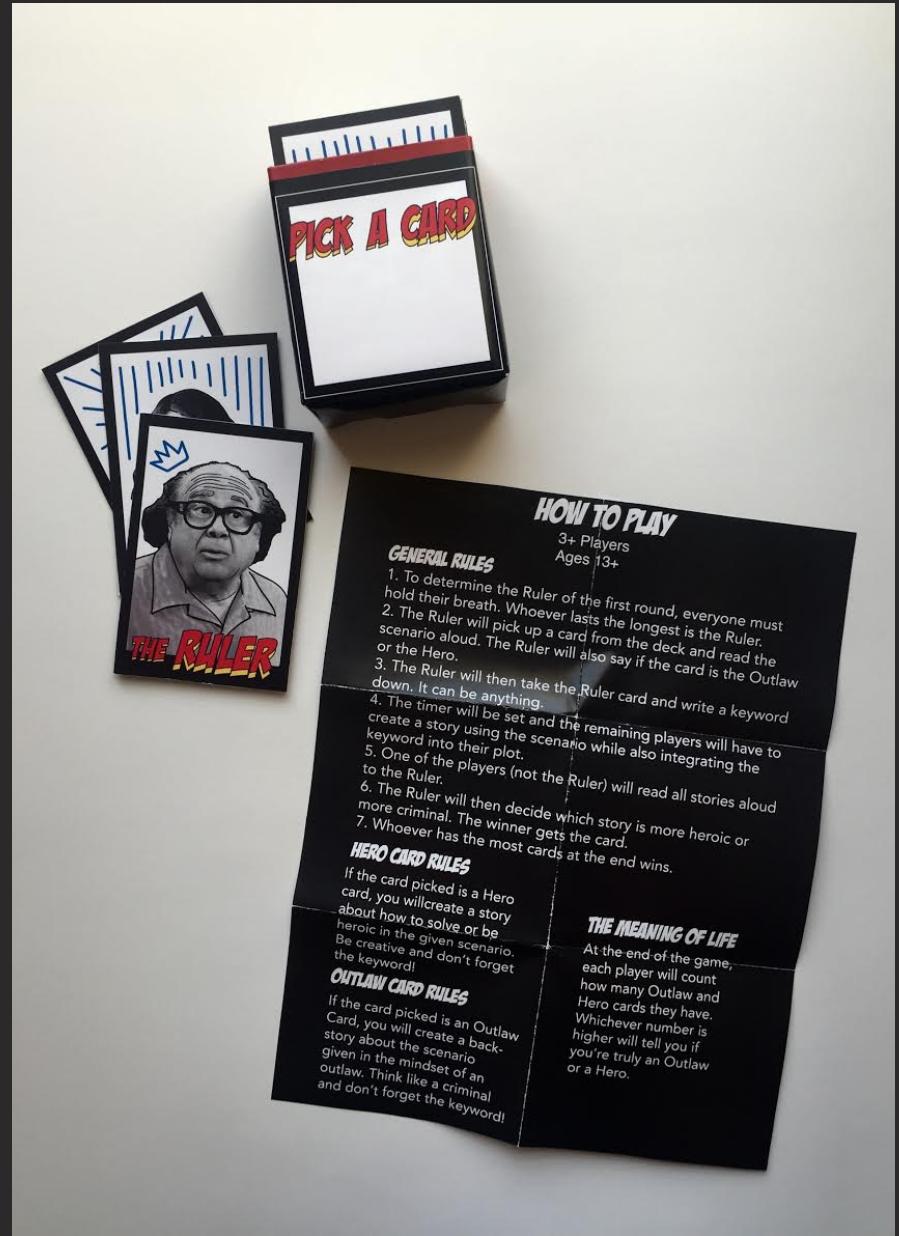




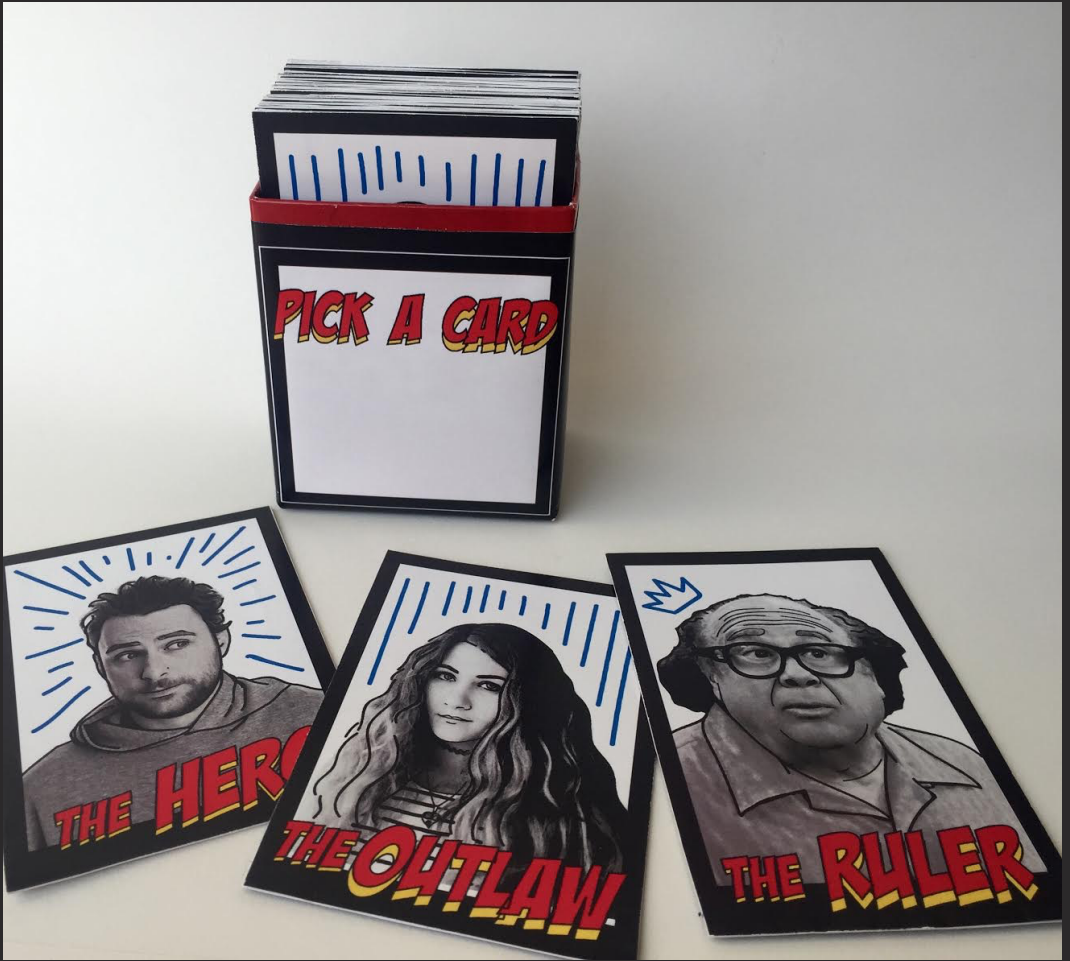
The Outlaw and The Hero Board Game



Interior Contents of Game



Contents include: handmade cards, rules, pencils, notebook, timer, headband, and a marker.





VEGGIES
NON-GMO
KALE BLAZER
KALE FLAVORED 8 JUICE BLEND

Naked

100% JUICE
NO SUGAR ADDED

15.2 FL. OZ. (450 ML)

BOOSTED
NON-GMO
RED MACHINE
8 JUICE BLEND WITH ADDED INGREDIENTS

Naked

100% JUICE SMOOTHIE
NO SUGAR ADDED

15.2 FL. OZ. (450 ML)

PROTEIN
NON-GMO
DOUBLE BERRY
PROTEIN AND 4 JUICE BLEND

Naked

PROTEIN JUICE SMOOTHIE
NO SUGAR ADDED

15.2 FL. OZ. (450 ML)

Naked Juice Rebrand

PERISHABLE KEEP REFRIGERATED

What's not to love?
Luscious strawberries,
raspberries and
pomegranate, plus

BOOSTED

NON GMO
RED MACHINE
8 JUICE BLEND WITH ADDED INGREDIENTS

SHAKE WELL

Nutrition Facts

Serving Size 15 fl oz (450 mL)
Servings Per Container 1
Amount Per Serving
Calories 320 Calories from Fat 80
% Daily Value*
Total Fat 9g 14%
Saturated Fat 1g 5%

INGREDIENTS: APPLE JUICE,
STRAWBERRY PUREE, ORANGE
JUICE, BANANA PUREE,
RASPBERRY PUREE, RED
GRAPE JUICE CONCENTRATE,
POMEGRANATE JUICE
CONCENTRATE, CRANBERRY
JUICE CONCENTRATE, FLAX
SEED, FRUIT JUICE FOR COLOR,
NATURAL FLAVOR, VITAMIN B6,
VITAMIN C

THE GOODNESS INSIDE

- 13
- 2mg vitamin B6
- 5mcg vitamin B12
- 20mg vitamin C
- 8g flax seed
- 4284mg omega-3 ALA
- 780mg potassium
- 5g fiber

PERISHABLE KEEP REFRIGERATED

Deliciously ripe
strawberries & blueberries
plus 30 grams of the finest
whey & soy proteins

PROTEIN

NON GMO
DOUBLE BERRY
PROTEIN AND 4 JUICE BLEND

SHAKE WELL

Nutrition Facts

Serving Size 15 fl oz (450 mL)
Servings Per Container 1
Amount Per Serving
Calories 190 Calories from Fat 0
% Daily Value*
Total Fat 4g 6%
Saturated Fat 0g 0%

INGREDIENTS: APPLE JUICE,
BANANA PUREE, STRAWBERRY
PUREE, SOY PROTEIN ISOLATE,
WHEY PROTEIN CONCENTRATE,
BLUEBERRY PUREE, SOY
LECITHIN, FRUIT AND
VEGETABLE JUICE FOR COLOR,
NATURAL FLAVORS, VITAMIN C.
DST BY: NAKED JUICE CO.
MEMBER OF NAKED & COMPANY

THE GOODNESS INSIDE

PERISHABLE KEEP REFRIGERATED

Kale is the king of the
garden. And, when it's
blended with cucumber,
spinach, celery and
a pinch of ginger, you
get a royal roundtable
of yum.

Long live greens.

gluten free, vegan &
no added preservatives

the **Naked** truth

Nutrition is delicious by Nature.
And we include only the best of it.



VEGGIES

NON GMO
KALE BLAZER
KALE FLAVORED 8 JUICE BLEND



100% JUICE
NO SUGAR ADDED

15.2 FL OZ (450 mL)

SHAKE WELL

Nutrition Facts

Serving Size 15 fl oz (450 mL)
Servings Per Container 1
Amount Per Serving
Calories 190 Calories from Fat 0
% Daily Value*
Total Fat 0g 0%
Saturated Fat 0g 0%
Trans Fat 0g 0%
Cholesterol 0mg 0%
Sodium 180 mg 8%
Potassium 370mg 28%
Total Carbohydrate 40g 13%
Dietary Fiber 0g 0%
Sugars 34g
Protein 4g

Vitamin A 30% Vitamin C 70%
Calcium 18% Iron 4%
Thiamin 10% Riboflavin 20%
Vitamin B6 12%

*Percent Daily Values are based on a
2,000 calorie diet.

ALL SUGARS COME FROM THE FRUIT AND/OR
VEGETABLES. NOT A LOW CALORIE FOOD.

CENTLY PASTEURIZED

SEPARATION IS NATURAL



(00) 0 0123456 00000001 8

INGREDIENTS: ORANGE JUICE,
KALE PUREE, APPLE JUICE,
CUCUMBER JUICE, SPINACH
JUICE, CELERY PUREE, GINGER
JUICE, LEMON JUICE, NATURAL
FLAVORS.

DIST BY: NAKED JUICE CO.
MONROVIA, CA 91016
© 2015 NAKED JUICE CO.

QUESTIONS OR COMMENTS?
CALL 877.658.4237

HI, ME 5 CENT DEP
CA CASH
REFUND



THE GOODNESS INSIDE

- 5 3/4 kale leaves
- 1/8 cucumber
- 15 spinach leaves
- 1/2 celery stalk
- 1 3/4 oranges
- 3/4 apple
- a hint of ginger & lemon

Naked Juice Rebrand Flat



Naked Juice Rebrand in Context