



Jan Tschichold, Designer: The Penguin Years

Richard B. Doubleday

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First edition. *Jan Tschichold, Designer: The Penguin Years* is the first publication that focuses on Tschichold's typographic revolution that he applied to Penguin's mass production of books. This well-researched work includes over one hundred full-color and black-and-white images representing a wide range of the Penguin Book Series with which Tschichold was involved with during the mid- to late 1940's. Many of Tschichold's preliminary hand-drawn cover and title-page designs are published here for the first time and show his meticulous attention to detail. The author explains, with many illustrations, the influences that drove Tschichold and his New Typography. *Jan Tschichold, Designer: The Penguin Years* also includes an extensive bibliography on Tschichold's writings and historical appendices of his inter-office memoranda and texts. The book is essential reading for the specialized professional, student, and enthusiast who works in the typography, book design, or publishing industry. Co-Published with Lund Humphries, UK.

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