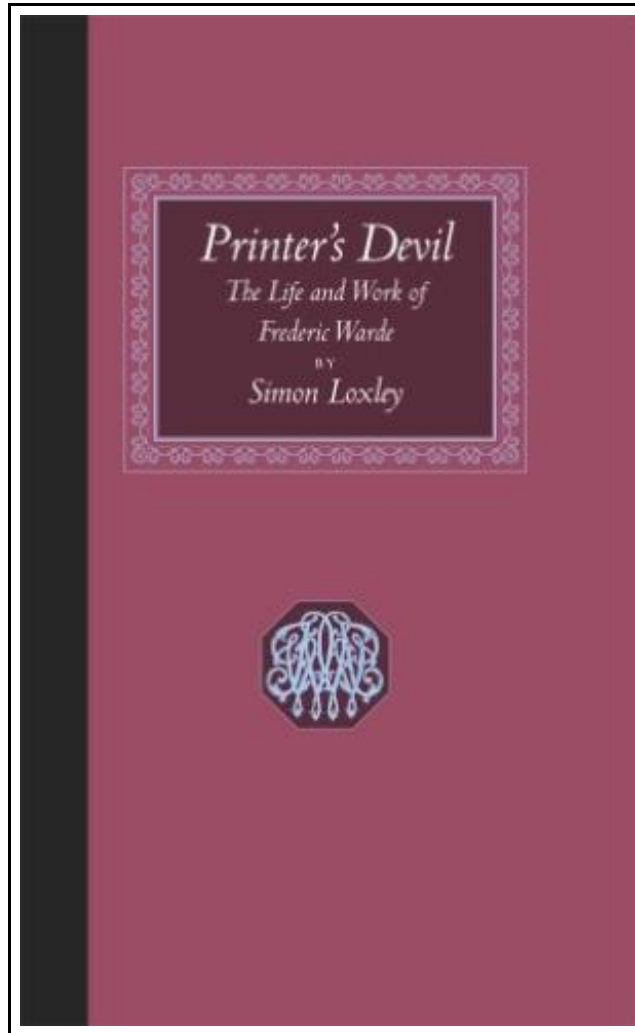


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PRINTER'S DEVIL: THE LIFE AND WORK OF FREDERIC WARDE



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Godine. 1 Cloth(s), 2013. hard. Book Condition: New. Book and type designer Frederic Warde (1894-1939) is remembered chiefly for his collaboration with Stanley Morison, for producing the singular typeface Arrighi, and for being, briefly, the husband of Beatrice Warde, the Monotype Corporation's charismatic publicity manager. Yet Warde was an essential part of the development of design, type and printing in the interwar years, during the emergence of graphic design as a distinct profession. In the last two decades of his short life he pursued a peripatetic, rollercoaster career that saw him come into contact with leading players in printing and typography, including Bruce Rogers, William Edwin Rudge, Giovanni Mardersteig, Daniel Berkeley Updike, Rudolph Ruzicka, George Macy, and William Kittredge. This appropriately handsome biography by Simon Loxley himself a graphic designer and the author of *Type: The Secret History of Letters* is filled with examples of Warde's extensive body of work, in black and white figures and color plates. The best of it displays a restraint and economy linked with an often striking color sense that feels thoroughly modern in its approach. Polarizing the opinions of those he met, he was unfailingly a prolific, entertaining, and informed letter writer, and his correspondence provides invaluable insights into his world and those around him. Here is a designer's life played out against the backdrop of the boom years of the 1920s, the challenges of the Great Depression, and the obstacles and opportunities created by his own remarkable if troubled genius. 193.



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