

# Playful Type 2



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The internet has radically changed our understanding of information and how we handle text. As more and more messages are being communicated in plain text on digital platforms such as cell phones, more and more designers are trying to find solutions to counter this development. Many of today's designers are developing innovative, more personal lettering techniques by hand that not only simply present content, but also enrich it creatively.

Playful Type 2 examines how designers are using a variety of techniques to produce typography and lettering in a range of innovative styles. As in other creative disciplines, there is currently a perceptible trend toward handmade solutions in typography that is reflected in the high incidence of calligraphy and illustrative design presented in the book. This publication not only features high-quality type design, but also diverse applications for this original lettering.

In addition to his work as editor of Playful Type 2, Jan Middendorp has contributed insightful texts and interviews with leading typographers that explore current developments. Middendorp is a well-known author, publisher, and consultant, who has focused on typography since the mid 1990s.

作者介绍:

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