

Modern Romans.



The abrupt contrast in the width of the letterstrokes characteristic in the Bodoni's typefaces.



Page of the "Manuale Tipografico".

From about 1530 until 1585 the new ideas in typography design come from France. This was the era known as the Golden Age of French typography, a period when magnificent hand-decorated printed books were produced. The leading French printers such as Robert Estienne, Simone de Colines and Geoffroy Tory, including Claude Garamond, had all been influenced by the books and the development of the Roman types in Italy.

Toward the end of the 16th century, type-founding became a separate trade from printing. The Golden Age of French typography was at an end. Netherlands became the focal point of new development in typography design.

Robert Granjon cut type for Christopher Plantin, a scholar printer based in Antwerp. Plantin and other Dutch printing houses, such as Elzevir, flourished during the 17th period.

The Roman old style of types established in England in the early years of 18th century, when a group of printers commissioned William Caslon to cut a new type. Caslon's types remained popular until the 19th century from a new design of John Baskerville, his radical improvements on transitional type faces had an inspirational effect on European typesetters. Fermin Didot, Pierre Fournier and the Romain du Roi, cut by Phillippe Grandjean were also influenced by Baskerville's design. Fournier was responsible for the invention of the point system, the first standardized measurement in 1737.

Giambattista Bodoni Engraver, typographer and editor born in Saluzzo, Piedmont, Italy. And dead in Parma in 1813. Composer, engraver, type designer, typographer, printer, publisher typesetter in the Vatican's Propaganda Fide printing works. In 1768 he was asked to run the printing house Regia of Parma where we began to print valuable editions, using inks mixed by himself. In 1771, he established his own typography where he cast characters of a rare perfection and printed editions which became immediately famous for their fine engravings, the beauty of their coat of arms, the elegance of the front pages, the quality of the paper and the nature of the inks. He printed Classical Greek, Latin, Italian and French editions using the above method.

Technology and new materials played their part in the creations of Modern types. The invention of engraving tool enabled delicate letterform to be cut, and the manufacture of smoother paper made it possible to reproduce them successfully.

A a B b C c D d E e F f

Bauer Bodoni, 60 pts.

A a B b C c D d E e F f

Bauer Bodoni Italic, 60 pts.