

FROM **the** COW TO **the** TYPEWRITER

Alessio Leonardi
BuyMyFonts.com
Käthe-Niederkirchner-Straße 6
10407 Berlin

fon 030 42081511
030 69809341 (Büro)
fax 030 69809355

Press Realese Foreword by Prof. Erik Spiekermann

E

When Alessio asked me to write the foreword for his book, I naturally said yes without even knowing what the book was about. Since then I have seen the preliminary version which, typical for Alessio, had 31 pages. Now everyone knows that the number of pages in a book have to be dividable by sixteen, eight, or even four. However, I wouldn't put it past Alessio to convince some bookbinder to ignore the laws of art, technology, and if need be, gravity. Alessio has what we Germans admire about Italians: namely, a love of life. Everything is possible, even typography is fun!

Günter Gerhard Lange once said *“Die Typografie ist eine spröde Geliebte”* (Typography is a prude lover). Alessio proves that you help this dry topic if you approach it without the usual heavy hand and weighty theories. This doesn't mean there is an absence of thought or knowledge, the jokes aren't there for the sake of joking (although that wouldn't be a crime), Alessio knows what he is talking about. He has studied the history of writing, but he hasn't forgotten how to ask the same questions a child would ask, a child who won't be fobbed off with references to some higher authority. His disrespectful approach to this noble, academic subject isn't out of disregard for tradition and craftsmanship. Instead, it shows his love for type and typography, and humour brings us closer to this than a proofing loop.

Prof. Erik Spiekermann
Berlin and San Francisco, April 2004

BuyMyFonts.com



The typefoundry by Alessio Leonardi