

There is no bad Type, but
Good Type needs
good Cheese

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From the Cow to the Typewriter

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Berlin, May 2004

THE HISTORY OF WRITING

Alessio Leonardi's first book is published by
BuyMyFonts.com Editions

The Italo-German designer, Alessio Leonardi, will present his first book at a lecture at the Typo Berlin 2004. The subject of this work is the history of writing and it is told in an unusual way: from the point of view of God, science and the author himself.

Richly illustrated (approx. 200 pictures) and written with real Italo-German humour, the book is sure to become a classic in the world of typography. And the reason for this is because:

"Everything is possible, even typography is fun!"
(as quoted by Prof. Erik Spiekermann who kindly wrote the foreword.)

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The typefoundry by Alessio Leonardi

FROM *the* COW TO *the* TYPEWRITER

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The book

FROM THE COW TO THE TYPEWRITER

THE (TRUE) HISTORY OF WRITING

by Alessio Leonardi

Foreword by *Prof. Erik Spiekermann*

Translated by Michelle Stephens and Simon Arnold

160 Pages, approx. 200 illustrations

148 x 210 mm

Paperback, 25,00 €

ISBN 3-9809451-0-3

Publication date: 13.05.2004

From the content:

CHAPTER ONE

The history of writing as taught by religion

(or) Writing history: God's view

CHAPTER TWO

The history of writing as taught by science

(or) Writing history: research results

(or) Scientific findings

(or) Galloping through the research results

CHAPTER THREE

The history of writing as it could have been

(or) Writing history: Alessio's view

(or) Theory in practice: Alberobanana

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About the author

Alessio Leonardi has been living in Berlin since 1990. He designs everything from A to Z, and runs the design studio Leonardi.Wollein Visual Concepts together with Priska Wollein. His love for typography and his catholic education have given him the opportunity to make excellent contacts with the gods of writing, thus acquiring lots of insider information. It is a pleasure for Alessio to share his knowledge with everyone who attends his lectures or reads his articles. Alessio Leonardi is married and the proud father of wonderful twins.

About BuyMyFonts.com Editions

BuyMyFonts.com is A. Leonardi's online type foundry that sells all his typefaces.

As soon as he found out that there wasn't much time for the production of his book, he decided to publish it himself, saving time and giving himself final say on the content and form of the book. He is currently working on new titles.

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

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Info material

You can download text and pictures at:
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Book copies for the press can be requested from
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