



YEAH!!!

Typografie

Ulrich Gahleitner

Semesterabgabe Typografie
von
Ulrich Gahleitner
Sommersemester 2018

“**Wenn andere** *Schriften laengst einpacken,* entfaltet sich **Meret Pro** *erst richtig und fuehlt Wort fuer Wort, Zeile fuer Zeile und Spalte fuer Spalte.*“

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Nils Thomsen studierte an der Muthesius-Kunsthochschule in Kiel und anschliessend Schriftgestaltung an der Koeniglichen Kunstakademie Den Haag mit Abschluss 2010. Er arbeitete spaeter auch an der Entwicklung der Hausschriften fuer die Sueddeutsche Zeitung mit. Sein eigenes Schriftenlabel Nils Types wurde 2015 in die mit Jakob Runge gemeinsam gefuehrte Foundry TypeMates ueberfuehrt.

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Meret Pro is a straightforward typeface for newspapers and so much more. At home in tight columns and dense leading, is it another monster for text? Yes! Long after other typefaces have gone home, Meret Pro will roll up its sleeves and set word after word, line after line and column after column.

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Typografie

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JEN BERRENT
CEO, WeWork

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Almost every morning, I work out or meditate or do yoga. If I go days without meditating, people will feel it in the office for sure. I have a son who gets up at 7 a.m., so I do all that stuff before and then I spend time with him. I like to walk to work. Our office moved a couple of years ago, so I eventually moved to [atx] within walking distance. I use [the time] for phone calls, and I do a lot of walking meetings. That was one thing that bonded me with Adam [Neumann, WeWork's CEO] when I first started. We would do some one-on-ones just walking the city. People used to say the best way to talk to your teenage kids was to drive with

anywhere. I can just shut things out. I will flip open my computer, and then I'm in it. I can do work in these short bursts. I've done work in crazy spots. I was at my cousin's [baby] shower, and a huge crisis came in, and I was stealing local Wi-Fi. I ran a board call with my son at the dentist.

—As told to Pascha Mohan

Time she wakes up
5:30 a.m.

First thing she does

"Look at my phone. I read through all of the communications that have come in since I went to sleep—text, email, Slack. I check The New York Times and Twitter, and then I get out of bed. I know spiritually that's all wrong, but that's what I do."

Email strategy

"I believe in the one-touch theory. I take action when I

Journal. But trust me, I have been certain in that have happened, cially in the past six where I'm like, 'Oh s And all of a sudden I ing story after story craziness of it."

Productivity phil

"I started out as a co lawyer. I became a fi over checklists. In fa book that I give out. I Checkin' Me[ist]r 3 Gawande. That's one biggest hacks—you I write everything do

Best habit

Meditation.

Nightly routine

"I read every night. I read books. That's not the thing. I lie slide, felt very guilty about grandmother, who's very close with, pass recently. When I told

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YOU DO THINGS
BECAUSE THE
RIGHT PEOPLE
WILL SEE THEM

Oscar-winning screenwriter of *12 Years a Slave* and *American Crime* showrunner, John Ridley reveals what drew him from film to TV and how stand-up comedy prepared him for Hollywood.

Interview by J.J. McCorvey

34 FastCompany.com May 2017

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Where Pensum Pro mixes the broad nib with the brush, Meret Pros refined shapes balance the broad nib with the pointed pen. The result a typeface that is at once hardy and refined. Its wide range of eight weights include four geared for text light, regular, book, medium and give enough variety for complex editorial typography. Vivid display styles and unpretentious italics give the typeface the flexibility for serious and modern typography that demands frankness.

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IT IS ALL ABOUT THE TYPE

THIS IS

THE

WHICH

MY OWN PIXEL TYPE

IT IS ALL ABOUT THE TYPE

THIS IS

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WHICH

MY OWN FAVORITE TYPE

KICK IST EINE PIXELSCHRIFT

SPIELARTISCHE MIT GEM AUßER EINES KINGS
EINE SCHRIFT ENTWERFER

REGENTEN UND EINFACHHEIT

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REGENTEN UND EINFACHHEIT

A E C G

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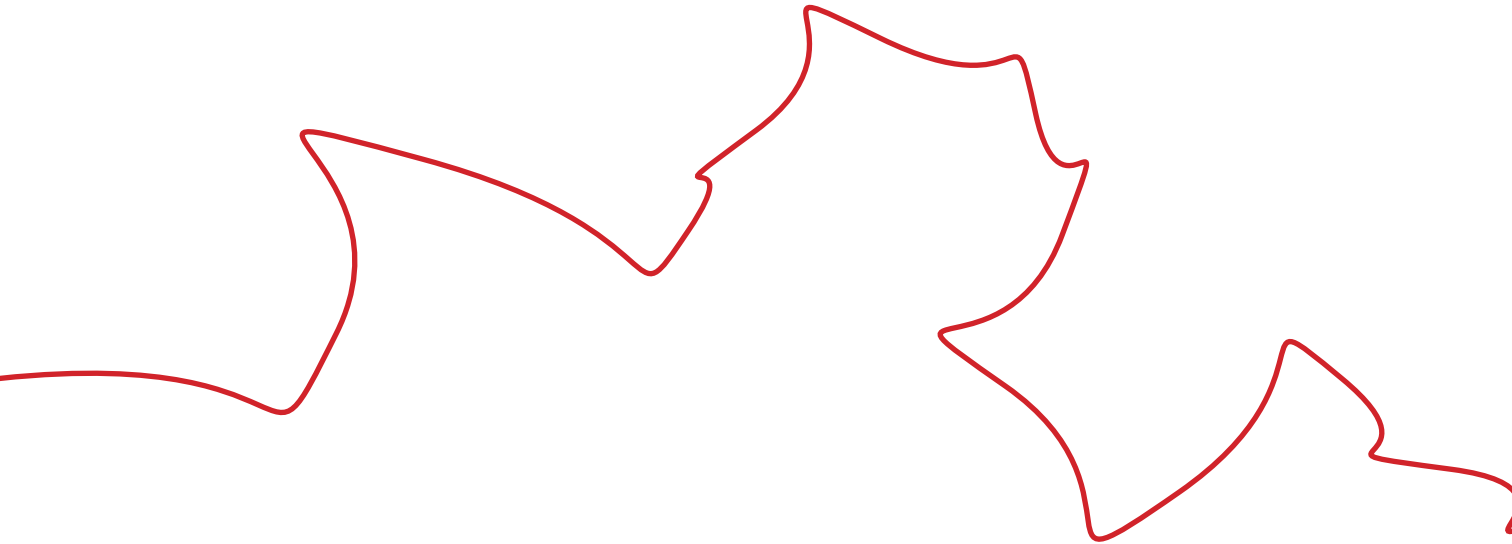






"Irgendwann, moeglicherweise aber auch nie, werde ich dich bitten, mir eine kleine Gefaelligkeit zu erweisen"

Don Vito Corleone - Der Pate



Typography runs like
through ***all areas***



a red thread

of the *media*

UNAUFFÄLLIG

NEUTRUM

unheimlich

neutron





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