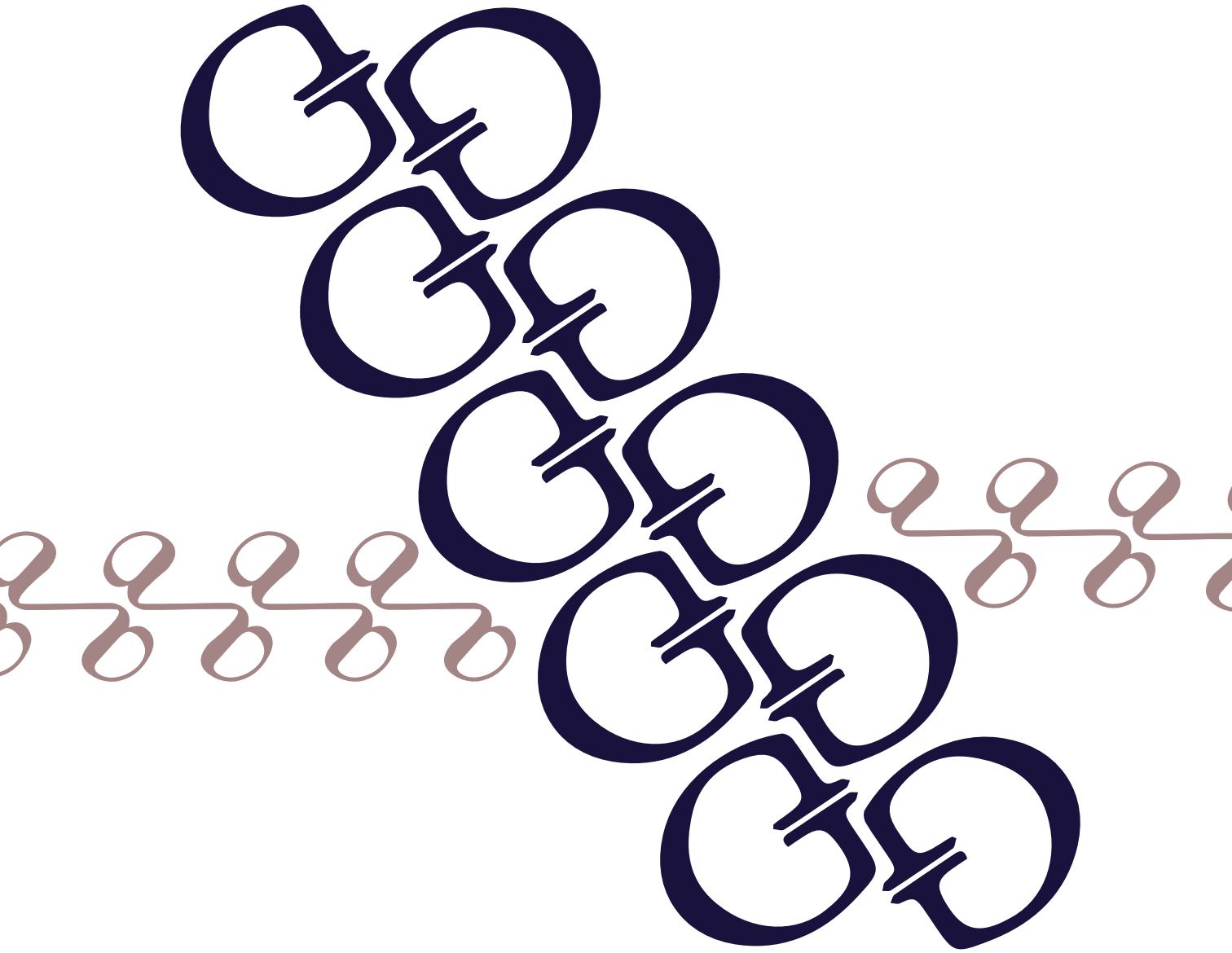




STEFANIE **KARNER**





10

weiblich

Queen of the Moon



WAHNSINNIG

Slave only dreams to be king



würdevoll

Antic Didone

GRAND

27



27



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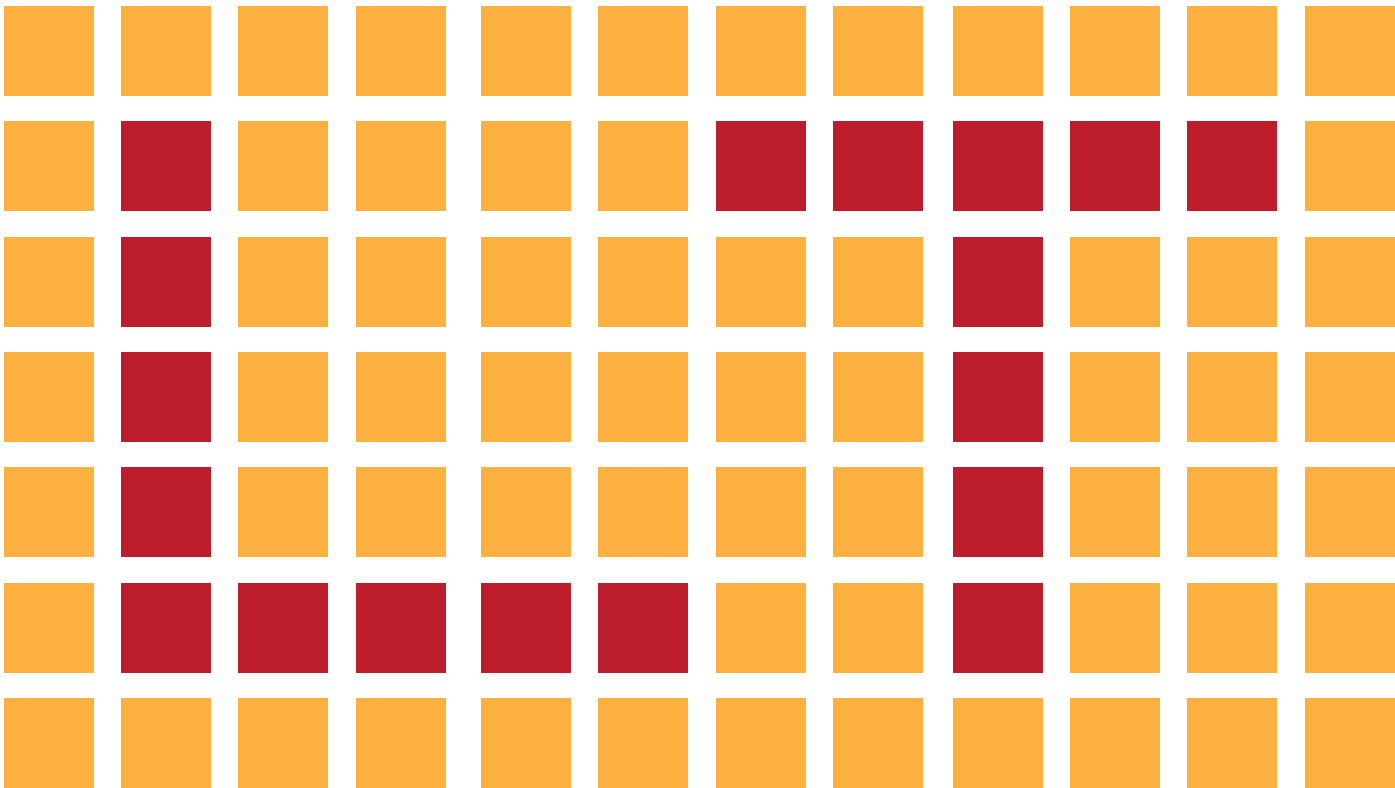
2025
KIRKLAND
2025

ANNALS
OF THE
ROYAL CANADIAN MOUNTED POLICE



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13



NEW -





T R A

Designed für House Industries von Christian Schwarz

Architects must have a **RAZOR-SHARP** sense of
INDIVIDUALITY.

Richard Neutra

Ausgangspunkt der Schriftfamilie war die Hausbeschriftungen von Richard Neutra. Heute ist die entsandene Schrift für Hausnummern verfügbar.





FAX SMS

- Plasmaspendendienst
Benützungsvertrag 17.03.2018 ☆
- office@sstw.at
Ihr Benützungsvertrag für das Studienj... 16.03.2018 ☆
- Hagen Daniela
AW: AW: 1710429024: fehlende Unterlagen 14.03.2018 ☆
- office-sstw
Lust auf einen Sommerjob im Salzburger S... 13.03.2018 ☆
- studienabteilung, STPA (s...
AW: Fehlende Unterlagen für Studienbeihilfe 12.03.2018 ☆
- FlixBus
FlixBus Buchungsbestätigung #8062034855 12.03.2018 ☆
- studienabteilung, STPA (s...
Danke für Ihr Mail! 12.03.2018 ☆
- lehramtsstudien, GDEK (I...
AW: Fehlende Unterlagen für Studienbeihilfe 12.03.2018 ☆
- Christian Schwartz** 09.03.2018 ☆
Re: Font research for my presentation
- Hagen Daniela
AW: 1710429024: fehlende Unterlagen 07.03.2018 ☆
- Stipendienstelle Salzburg
1710429024: Mitteilung der Studienbeihilfe... 07.03.2018 ☆
- Stipendienstelle Salzburg
Ihre E-Mail an stip.sbg@stbh.gv.at 05.03.2018 ☆
- Stipendienstelle Salzburg
1710429024: fehlende Unterlagen 05.03.2018 ☆
- office@sstw.at
Bestätigung Wiederanmeldung für das nächste... 05.03.2018 ☆
- ROMWE 04.03.2018 ☆

Re: Font research for my presentation
 Von: Christian Schwartz

Dear Stefanie,

I'm afraid I don't have any special insights to offer about this family. The concept came from the designers at House Industries, and they wrote about it at length in their first book, which you may be able to find at your university's library. The small x-height came about because it seemed like the most logical way to respond to the challenge with this project was to ensure that Neutraface had its own distinct voice, different from Futura, Nobel, and other classic geometric sans serifs; but also to keep it away from Verlag (originally designed for the Guggenheim).

Good luck with your presentation.

Regards,
Christian Schwartz

On 8 Mar 2018, at 3:22am, Stefanie Karner
<stefaniekarner@gmx.at> wrote:

Dear Mr Schwartz,

I have to hold a presentation at my university and I got your designed font NEUTRA. Since there is a lot information about Neutraface to find, I guess it's maybe an overworked version of Neutra? I would be very thankful if you could enlighten me.

I would be grateful, if you could give me any information about Neutra that I could use for my presentation.

Yours sincerely

Stefanie Karner

Sofortantwort hier schreiben ...

Sofort antworten

XQ

A B C D E F G G H I J K K L M

À Á Â Ã Ä Å Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã

M N O P Q Q Q R S T U V W

À Á Â Ã Ä Å Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã

W X Y Z 1 2 3 4 5 6 7 8 9 0

à á â ã ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý ÿ ž ø ð ñ æ œ ß ß fb fh fi fj fk fl ff fh fff fh fh ffj fhk @

a a b c d e f g g h i j k k l m n o p q

ą ă ą ă ă ă ă ă ă ă ă ă ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý ÿ ž ž \$ ¢ £ € ¥ © % %

r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

NEUTRAFACE DISPLAY



"Where rationally purposed design falls short, a presentation, irrational but suggestive of function, may bolster our confidence, our feeling of security. But as we attain greater functional efficiency in design, we can gradually find a purely naturalistic approach, dispensing with supernatural augmentation."¹

Perhaps this is why Richard Neutra was drawn to the simplified letterforms he specified on his commercial buildings. He, along with many of his contemporaries in the typographic field, believed technological advances could help artists discover the essence of craft to arrive at a less artificially encumbered form that was fundamentally unfeigned. He elaborates on the nature of progress and the decline of empty symbolic ornamentation: "Gradual increase of functional perfection in design seems to be accompanied by a proportionate decrease of extrafunctional supplementation."²

1. *Summa, Neutra Design*, p. 101
2. *Summa, Neutra Design*, p. 101

