

David,
you don't even
know about
Font Talk,
do you?

Uhh... sure... everybody
who's anybody knows
about Font Talk!

I guess
this
proves
love
conquers
all!

That may be true Tricia,
but any creative
who doesn't make it to
Font Talk
might as well be dead!

I'm getting
farhklempt,
I'll give you
a topic;
Franklin Gothic
is neither
a Franklin
nor a Gothic
— discuss.



ADDOC Presents

FONT TALK

Thursday 20 April 95

International Printing Museum, Buena Park

6pm Tour, Food & Schmooz

7pm Program

Margo Chase • Fred Brady • Pat McCormack • Ed Fella • Bill Nelson • Ben Franklin

"Letters are things, not pictures of things." - Eric Gill

For reservations and info call 714/852-6144

Margo Chase

The story of how medical illustrator to be Margo Chase dropped out of UCSF grad school because she envied her friends in design school and their pink hair is now legend. These days it's getting a little bit harder to recognize her work because there are so many Margo Chase clones out there. Fortunately we will have the original to give us her view of type in the post modern world. Sure she'll talk about Madonna album covers and Frank Coppola movie titles, but she'll also tell us about her soon to open foundry, Proto Type.

Fred Brady is a type designer with little time to design type. As the manager of new typographic development at Adobe Systems he oversees the work of a Myriad™ of freelance designers as well as staff superstars

Fred Brady

Robert Slimbach and Carol Twombly. He'll talk about type design at Adobe and about Multiple Masters which offer not only a Myriad™ of weights and widths for a single font, but also can have an optical scaling axis which provides a new level of quality and control in modern typography.

Pat

McCormack

We've all heard that 'The Mac is not a typewriter.' And Pat McCormack is concerned that it may not be a typesetting machine either. The 30 year plant manager of one of LA's great traditional type houses will question contemporary trends. We know that the Mac has made designers out of a lot of people. Mr. McCormack isn't sure that many of them can kern a decent headline and he's almost positive that none of them can set a respectable financial section for an annual report. He'll challenge our assumptions and whether the way we're headed is really such a hot idea.

Ed Fella sits simultaneously on both sides of the digital fence. He's spent the last seven years as an instructor at Cal Arts. Prior to that he spent thirty as a Graphic Designer in Detroit. During both careers he has designed numerous faces, always by hand. (Emigre has digitized some of his work and made it available for computer) But as an instructor he insists that his design students work on computers because, "they'll never make a career of doing art by hand." Many of his students have explored the deconstructed world of type with Fontographer.

Ed Fella

Bill

Nelson

You may not recognize the name of LA's cosmopolitan neoclassical type designer Bill Nelson. This could be because his fonts have been published under the pseudonyms 'MC Alan Alda' and 'Harry Below Font A' or just because you're out of the loop and don't read Ray Gun or the Eye. Either way you won't want to miss a glimpse of his faces Leroy, Rancho Cucamonga, Tribulation, New Chevy, Griffinage, Temperance and Degenerate. If time permits he may even tell us about his idea for a font farm.

Ben Franklin

Printer, publisher, author, inventor, statesman, womanizer. Yes, *that* Ben Franklin will make a rare appearance at Font Talk '95. But forget about the kite and key stuff, did you know that he also opened the first type foundry in North America? Frustrated over waiting for shipments of type - and we do mean *Ship*ments, as in, if you ran out of letters you had to wait for cargo from England - he opened the foundry which eventually became ATF. He'll tell us about his life with type, and hey, if you really press the guy maybe he'll even go into the kite and key stuff.

Font Talk!

The Ricki Lake of Art Director's Club Meetings.

Thursday 20 April '95 • 6pm - Tour, Food & Schmooz; 7pm - Program
International Printing Museum, Buena Park 8469 Kass Drive • 714/523-2070
Members ten bucks, non twenty. Student members free, non five.

And the nice people are:

Page One, Andresen, Simpson, Color Graphics Inc.
Printed in the USA on Evergreen Gloss using good 20th Century American type
Frank G. by Morris Benton, American Type Founders 1902/05
Nueva by Carol Twombly, Adobe Systems 1994/94
Daisyland by Unknown, Compugraphic Display circa 1970

International Printing Museum
8469 Kass Drive
Buena Park, CA 90621
714-523-2070



Orangethorpe Ave

5 Fwy

91 Fwy

91 Fwy or 5 Fwy to Magnolia North
Left on Orangethorpe
Immediately after the 5 overpass
Left onto Kass-Thomas
Quick left onto Kass
Continue down to 8469

Beach Blvd

Stanton Ave

Magnolia Ave

ADDOC
Presents



Thursday
20 April '95

Art Director's Club of Orange County
PO Box 26467
Santa Ana, CA 92799-6467

