

Press Release
July, 2005

FSI FontShop® International releases new FontFonts®, including the award-winning FF Maiola™ and Headline additions to the FF Meta® family. Many of the fonts in this release are available in OpenType® format.

FF Maiola™

FF Maiola was born as part of Veronika Burian's MA in Typeface Design at the University of Reading. Although a contemporary typeface, it retains strong links to historical models by implementing old-style features and calligraphic forms. Sources of inspiration include Czech type designers Oldrich Menhart and Vojtech Preissig, whose works display both vigor and elegance. Still, the intention was not to follow their path, but to define a personal interpretation. Maiola bears its idiosyncrasies with care and imparts the concepts of irregularity and angularity in a beautifully discrete way.

OpenType technology adeptly combines typographic features such as small caps, lining and old-style figures, both tabular and proportional, ligatures, alternate characters, case-sensitive variants, and fractions. In addition to the regular Latin character set, Maiola Pro includes Central European, Cyrillic and Monotonic Greek characters.

In 2004 FF Maiola received the "Certificate of Excellence in Type Design" award from the Type Director's Club (TDC).

FF Meta® Headline

Erik Spiekermann's best-known face is without doubt FF Meta, whose lively shapes give it a distinctive character — often too much so for headlines. Enter FF Meta Headline. Under the direction of Spiekermann and Christian Schwartz, Joshua Darden created three widths (normal, condensed, compressed) with four weights each. There are several alternate characters for tight setting: an 'a' and 'l' without tails and a simple 'g'. A few arrows and dingbats are also included.

FF Absara™ Sans

The renaissance period was Xavier Dupré's inspiration for this companion to FF Absara. It includes a wide palette of weights, and strikes a healthy balance between old and new, resulting in a handsome and legible face for many uses.

FF Oxide™

Named for the chemical composition of rust, FF Oxide has an unvarnished industrial aesthetic. In 1999, designer Christian Schwartz was asked to draw a stencil typeface for a

Pittsburgh-based clothing label. He found his inspiration at a hardware store down the street, purchasing a set of 1.5" stencils with a bare minimum number of "breaks" in the characters, making for an unusually subtle stencil effect.

FF Daxline™

The aim with this variation of Reichel's mega-popular FF Dax was to balance the contrast so that it works well in long texts with small point sizes. FF Daxline is much wider than its predecessor, and the capitals are larger. There is even a lighter version than Light: Thin. Each of the 14 weights contains all Eastern European accented characters, including small caps, Cyrillic, superiors, inferiors, fractions and several special characters.

Designer Info

Veronika Burian

Veronika Burian was born in Prague in 1973. Her family fled seven years later to Munich, Germany, where she graduated in Industrial Design at the University of Applied Sciences. Before completing her studies she went to Vienna, Austria, to work as product designer at Gregerpauschitz. In 2000 she joined the team of Japanese designer Makio Hasuike in Milan, Italy. Here, Veronika's interests shifted increasingly from product to graphic design and typography where she felt more at home. The decision to focus more exclusively on type design developed naturally, amongst others, through her collaboration with Leftloft for the exhibition *Italic 1.0* at ATypI and her involvement in teaching at the Politecnico of Milan. In 2003 she completed her MA in Typeface Design with distinction at the University of Reading, where she started the typeface *Maiola*. In 2004 it was awarded the TDC Certificate of Excellence and in 2005 became part of the travelling exhibition *e-a-t*. Currently, she is working as type designer at Dalton Maag in London, UK.

About FontFonts

The FontFont library of digital typefaces was launched in 1990 by Erik Spiekermann and Neville Brody with the goal of producing cutting-edge typefaces by designers for designers. Now representing the work of over 100 designers, the FontFont Library contains over 3000 contemporary fonts (many of the most popular typefaces in use today) including FF Meta®, FF DIN®, FF Scala®, FF Eureka® Sans, FF Kievit™, and FF Fago™.

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Press contacts:

Europe:

Veronica Hamer

veronica@fontfont.de

+49-30-6937022

USA:

Michael Pieracci

michael@fontshop.com

415-512-2093