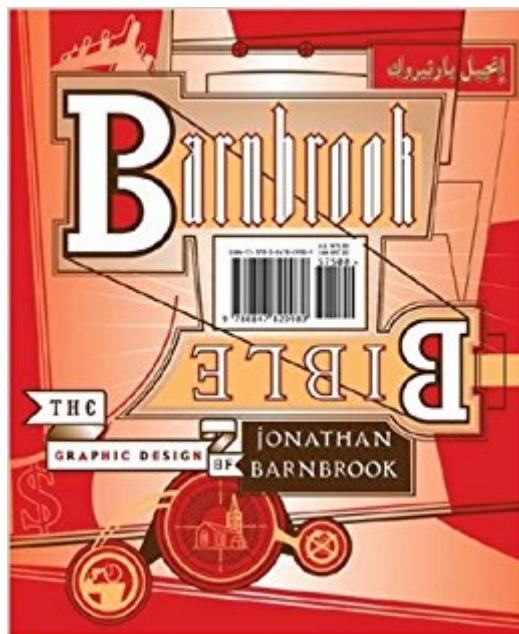


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The Barnbrook Bible



Synopsis

Known for his revolutionary typefaces, Jonathan Barnbrook is the most sought after contemporary graphic designer working across a broad range of disciplines including graphic design, industrial design, typeface design and film. In this first book by and about him, *The Barnbrook Bible* features a great deal of never-before-seen work “much of which was created specifically for the book. Possibly best known as a result of his collaboration with major figures in the international art scene such as the Saatchi Gallery and Damien Hirst, Barnbrook has won numerous awards for motion graphics for his commercial film work. His most celebrated collaboration includes art directing *Adbusters*, the leading activist magazine. He also produces copyright-free work that highlights political and social injustices. Unafraid to express his political viewpoint, Barnbrook has garnered both praise and criticism for releasing subversive typefaces named in a confrontational manner, such as “*Manson*” (after the serial killer) that highlight the relationship of words to the letterforms that represent them. “Jonathan Barnbrook is a craftsman with a conscience: passionately committed to making a difference in the world and to making work of extraordinary beauty.” “Michael Bierut

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Customer Reviews

Except among connoisseurs and geeks, typefaces have been seen but rarely talked about by the public at large. Admittedly, this is a pretty arcane subject, and the term “crystal goblet,” coined by the type expert Beatrice Ward in 1932, perfectly describes the desired transparency of typefaces as vessels of words and ideas, not eye-stoppers that draw attention to themselves. But with the

computer, "font" has entered the vernacular, and almost every keyboard jockey has become an aficionado. In this new context, typography has taken center stage, increasingly more art than craft, and many artful (and artless) typographical compositions are filling galleries and museums. These days, type has become something, shall we say, of an experience. Few type designers working today are more ostentatious, or have created more of these experiences, than 41-year-old Jonathan Barnbrook, a British graphic designer who practices what could be called agit-type. Many of his compositions, collected in his first monograph, BARNBROOK BIBLE: The Graphic Design of Jonathan Barnbrook (Rizzoli, \$75), are designed to challenge, if not agitate, the reader. They are so deliberately kinetic and chaotic that they require time and effort to fully decipher. Few of his compositions satisfy Ward's demand for the crystal-clear -- not even the cover, the title pages or the essay layouts that constitute a large part of this book. So they ask for an investment on the part of the reader but are ultimately always decipherable, even readable, particularly in good light. In fact, once they have been decoded, Barnbrook's distinctive style can be appreciated as a personal expression in the service of mass communication, usually containing a social or political agenda. -- The New York Times Sept. 9, 2007

Jonathan Barnbrook founded his own design studio, Virus, in London in 1990 and quickly revolutionized the world of typography. His work has been exhibited at The Gagosian Gallery (NY), Museum of Contemporary Art (LA), White Cube (London) and Saatchi Galleries (London). He has won two D&AD Awards, the Epica Grand Prix, The Tokyo Type Directors' Club Gold Prize, and the Art Directors' Club of New York Best of Show Award.

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