

The one most important thing about printing is that it conveys:

- thoughts
- ideas
- images

from one mind
to other minds.

The first thing he asked of this object was not

“How should it look?”

but

“What must it do?”

Typography is
the **form**
of **words**
and **words**
cannot be
present without **form**
and **form**
is never not present.

**the need for anything to be designed
has nothing to do merely with wanting to do it**

**One must accept the
fanciful**

with the



Why new faces

if we have successful old ones?