

CENTURY

100 YEARS OF TYPE IN DESIGN

Far beyond the graphic design community, interest has grown in type (letters, numbers and symbols), typography (the art of arranging type), typefaces (particular designs of type) and fonts (various sizes, weights and styles of typefaces). However, few truly understand how and why these vital components of design are created and applied.

In honor of AIGA's centennial in 2014, Monotype and Pentagram present Century, an exhibition celebrating the integral role of type and its related arts through the history of visual culture—from the Industrial Revolution to contemporary digital design. The exhibition serves as the hub of a series of presentations, workshops and events here at the

AIGA National Design Center as well as The Type Directors Club and The Herb Lubalin Study Center of Design and Typography at Cooper Union.

This installation features a host of rare and unique works from premier design archives in the United States and London. From production drawings by the preeminent designers of the last 100 years to publications, advertising and packaging, together they tell many stories from typeface conception to fonts in use. The graphic motif on the walls around you, made up of full stops (periods) from hundreds of typefaces, is a testament to the diversity and overlooked beauty of type's humblest elements.

Century: 100 Years of Type in Design is organized by Monotype.

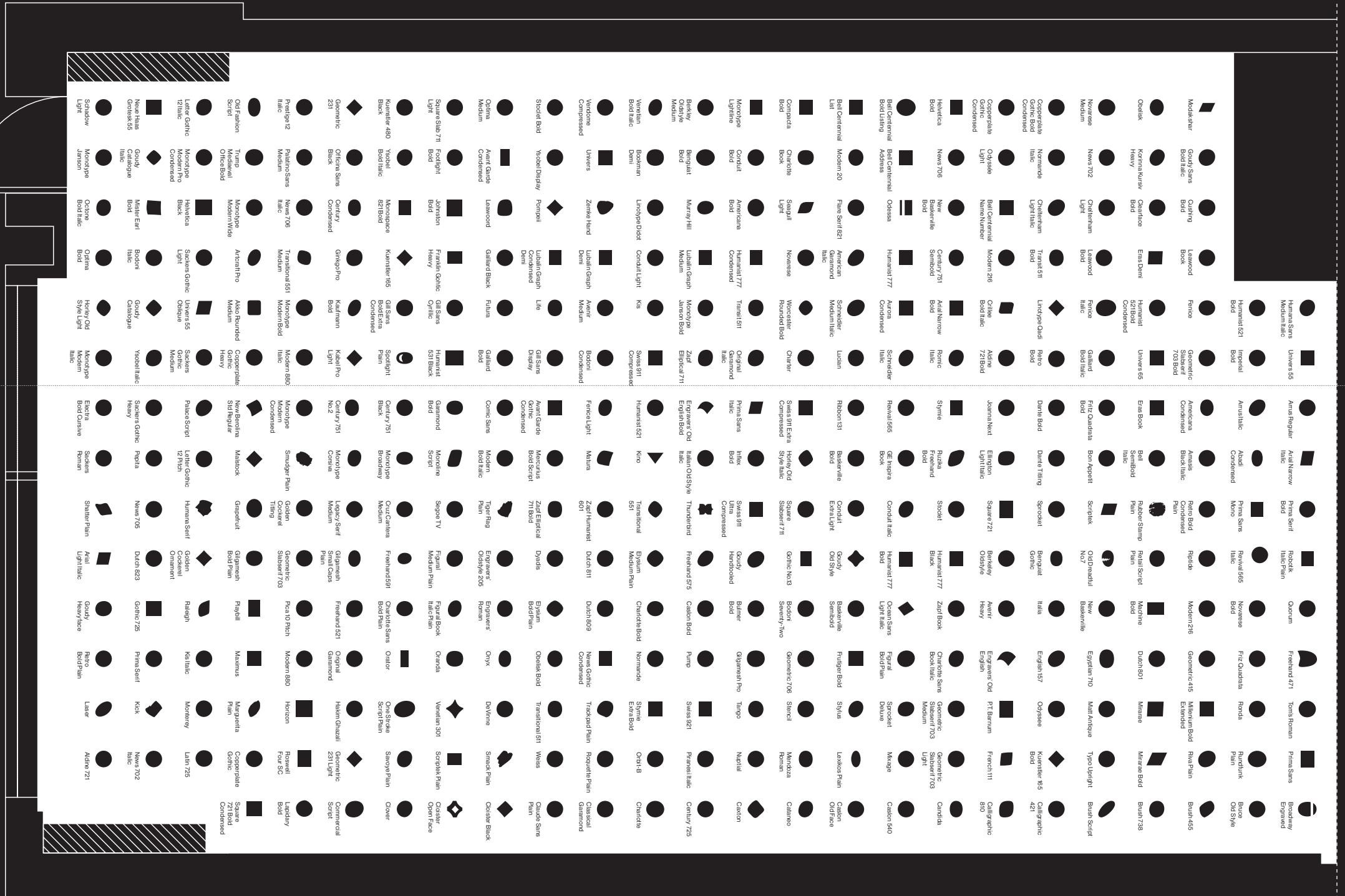
Exhibition design: Abbott Miller, Pentagram

Exhibiting and event partners for the exhibition include Monotype, AIGA, Pentagram, Mohawk Paper, The Type Directors Club, Conde Nast, Hamilton Wood Type & Printing Museum, The Type Archive in London, The Herb Lubalin Study Center at Cooper Union, Alan Kitching and The Museum of Printing.

For more information about related events, visit aiga.org/century-exhibition.

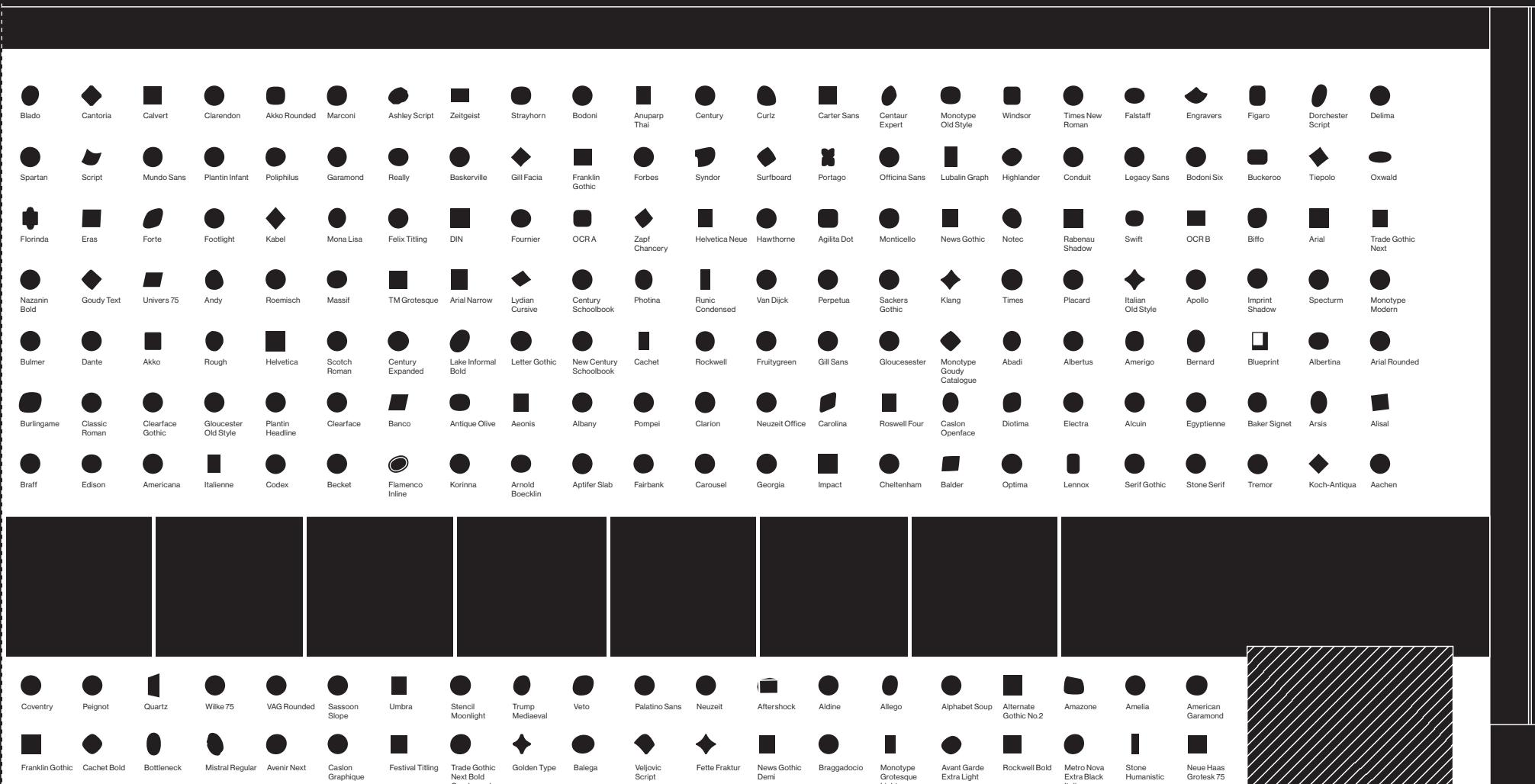
For more information about the AIGA Centennial, visit aiga.org/centennial.

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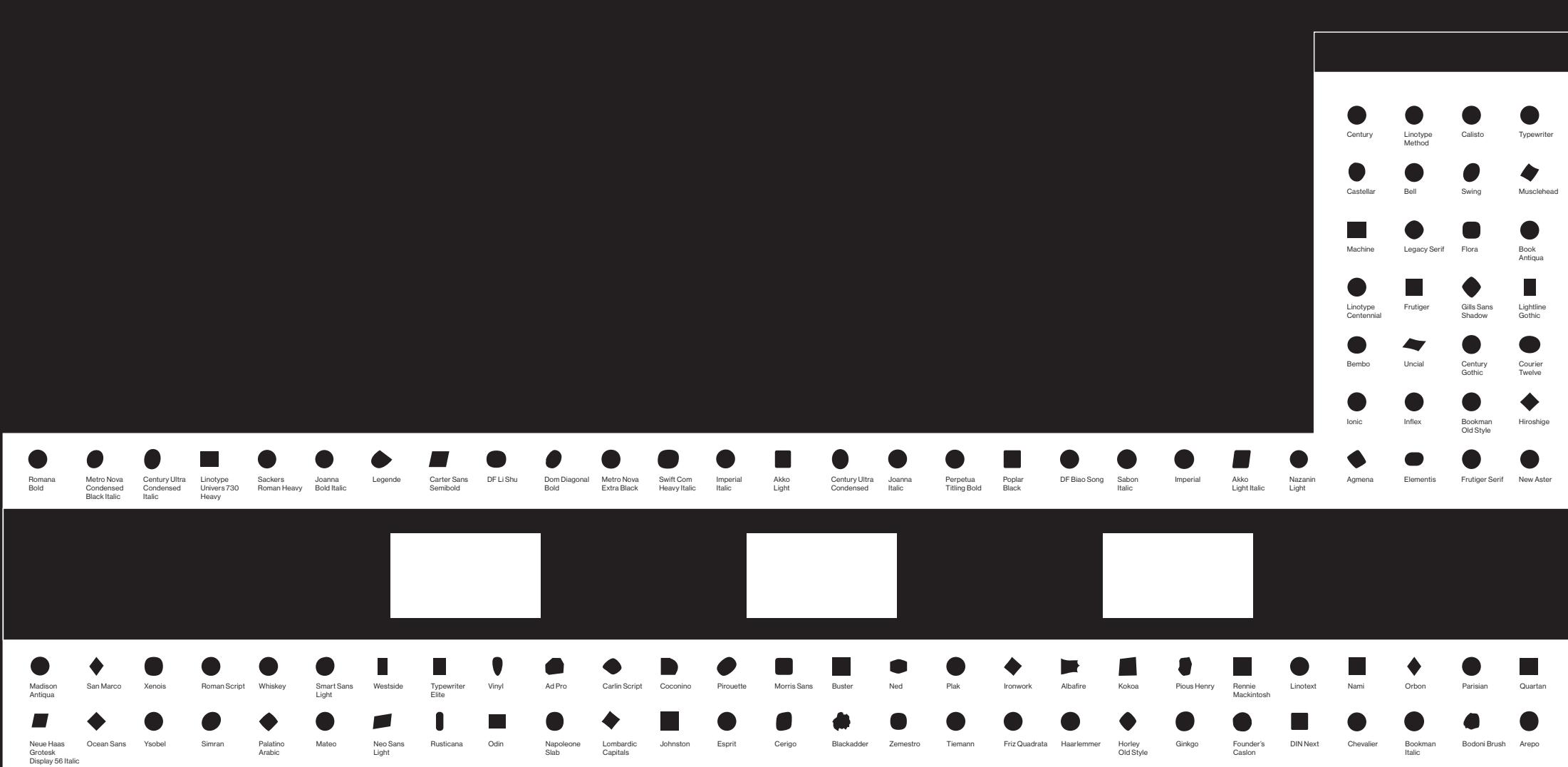


FLOOR / EAST

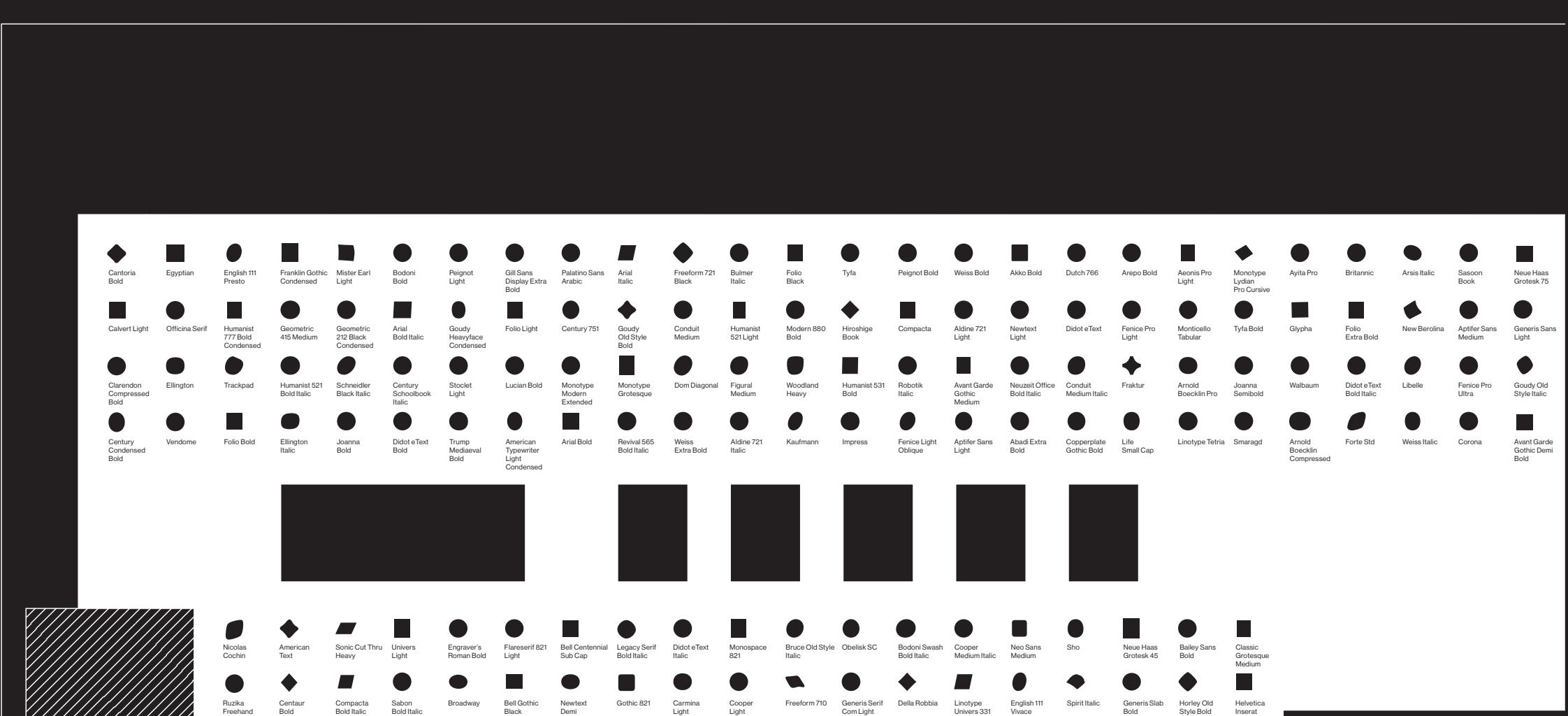
FLOOR / WEST



WALL / NORTH 1



WALL / NORTH 2



WALL / SOUTH