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LETTERFORM ARCHIVE LAUNCHES MEMBERSHIP PROGRAM AND ONLINE ARCHIVE



November 21, 2018 (San Francisco, CA) - **Letterform Archive**, the nonprofit library and museum dedicated to the history, preservation of and education in graphic design and letterform arts, announces its new membership program and the launch of the Online Archive. Beginning on **November 29, 2018**, charter participants in Letterform Archive's membership program will receive access to the online Archive, a digital repository of highlights from the non-profit center's collection of over 50,000 items related to lettering, typography, calligraphy, and graphic design. While the physical Archive is located in San Francisco, it is connected to an international community, and the new membership program and online Archive will serve designers and students around the world as a resource for serendipitous discovery and creative inspiration. Press Kits Can Be Viewed At: <https://letterformarchive.org/press>

The online Archive launches with 1,000 items spanning two centuries and captured by the Archive's state-of-the-art photography, allowing users to explore the collection at exceptional resolution. A digital tool to discover the unexpected, the online Archive's intuitive search and browse methods employ metadata developed specifically for graphic design. After the site opens to the general public, Archive members will have exclusive access to special upcoming features, such as the ability to create their own custom sets, or "tables", a term that references the physical table at Letterform Archive around which

bespoke collections are curated for guests. It's the perfect metaphor for the community and connection inspired by each visitor's experience.

Highlights from Letterform Archive's distinguished collection include **Zuzana Licko's** and **Rudy VanderLans'** work as Emigre, Inc. As early adopters of digital tools, Emigre were design pioneers, and their *Emigre* magazine represents a critical turning point in the history of the craft. Soon after Letterform Archive was founded, Emigre donated a major collection with the goal of making it as accessible as possible. The first 11 issues of *Emigre* magazine are now available in the online Archive, marking the first occasion these full issues have been available in digital form. The quality of the images allows users to zoom into each tabloid-size page to see all the graphic detail and read the text of every article.

"During my days of editing *Emigre*, I often wished something like Letterform Archive had existed," VanderLans said. "If it lives up to expectations, and I'm sure it will, this new website will be a boon to editors, researchers, curators, and design aficionados alike."

The online Archive contains sketches and inkings by LA-based designer and illustrator **Michael Doret**, who is behind some of the most recognizable artwork in recorded music and professional sports, as well as the logos and title graphics for many Disney and Pixar films, including *Inside Out*, *Moana*, and *Zootopia*. Because pencil-on-paper sketches are unique, these images represent the only copy of these objects in the world, and, because many concepts end up on the cutting room floor, this is the first time they've been seen outside Doret's studio.

Also in the online Archive is work by **Jacob Jongert**, an under-appreciated Dutch modernist who perfected the branding power of lettering and color. Letterform Archive's collection of his work is the most complete in the U.S., with hundreds of items created in the 1920s and 1930s for Van Nelle, a Rotterdam-based manufacturer of coffee, tea, and tobacco. Together, the collection is a tremendous resource to learn about designing a cohesive brand. Letterform Archive offers the best view of Jongert's work on the web, with hi-res images of labels, boxes, tins, in-store displays, posters, advertising, and other collateral, like pocket notebooks and calendars.

These three highlights represent just a sampling of the 1,000 imaged items in the online Archive at launch. The growing collection also includes advertising design, book jackets, calligraphy, corporate identity manuals, experimental design, packaging, posters, typeface specimens, and more.

Since Letterform Archive opened its doors in 2015, its mission has been to democratize design. Members help take accessibility to the next level, and their gift helps provide resources for students, educators, designers, and a global community of those who love letters. Letterform Archive offers members tremendous benefits, including the opportunity to access its Salon Series both in-person and online and the ability to experience lectures and materials related to specific topics of interest. Membership options are outlined below, and the packages are outlined at the link [here](#).

STUDENT & EDUCATOR	REGULAR	BOLD	EXTRA BOLD	BLACK	ULTRA
\$30	\$60	\$120	\$250	\$500	\$1,000

About Letterform Archive

Letterform Archive is a nonprofit center for education, inspiration, and community, with a collection of over 50,000 items related to lettering, typography, calligraphy, and graphic design, spanning 2,000 years of history. Since opening to the public in early 2015, we've welcomed nearly 5,000 lovers of letters through our doors in San Francisco. We also share the collection through educational programs, original publications, social media, and – now – an online Archive.

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