Museum für Gestaltung Zürich

Freundeskreis

Edition 2014



Il pleut, 1916

Guillaume Apollinaire

Lead type, 2014
DruckArt Riehen, Markus Ammann
Edition of 500
25 × 31.5 cm
CHF 300 / 240 (members) framed
CHF 50 / 40 (members) unframed
available in the shops / the eShop

Il Pleut is one of the most important calligrams (figure poems) by French poet Guillaume Apollinaire (1880–1918). The combined poem/image is set in Egyptienne, a typical industrial typeface from the early twentieth century. Il Pleut was first published in December 1916, in the avant-garde magazine SIC (Sons, Idées, Couleurs, Formes). The Circle of Friends is now paying tribute to this key early work of free-form typography with a new letterpress edition.