

Museum
für Gestaltung
Zürich
Freundeskreis

Edition 2012



Parenthesis, right – left, 2012

NORM

Lithograph, 2012

Three-color

J. E. Wolfensberger AG, Zurich

Edition of 50

36 × 48 cm

CHF 60

SOLD OUT

The name of the Zurich graphic design studio Norm says it all. Design rules such as the grid, proportions, and modularity are the normative principles behind the precise solutions devised by Dimitri Bruni, Manuel Krebs, and Ludovic Varone. This also applies to their font family Replica, which they chose for their work Parenthesis . Here, parentheses in the three font weights light, regular, and bold are aligned in a dynamic interplay, the double strands curling across the page in a controlled tension. A graph-paper-like grid reveals the design strategy and the underlying DNA of the typeface. As its name implies, Replica was designed as a response to, but also a synthetic further development of, classic sans serif typefaces such as Helvetica and Univers.