



Gutenberg-Museum Mainz
Weltmuseum der Druckkunst

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D-55116 Mainz

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Spendenkonto: Sparkasse Mainz
BLZ: 550 501 20, Konto Nr.: 331
Hhst. 1.3210.1785002

Exhibition ON—TYPE: Texts about Typography Gutenberg-Museum, Mainz Running till 6th May

Type enthusiasts, philosophers, typographers and type designers have always written, argued and reflected far more about typography – type design – than we generally realise. The special exhibition “ON—TYPE: Texts about Typography” at the Mainz Gutenberg-Museum presents an overview of the last 111 years of these discussions about typography in a surprisingly individual way: a room within the exhibition, specially designed as a reading lounge and offering a large number of opportunities for contemplation, listening and browsing, and thereby inviting visitors’ interaction.



exhibition situation



view into the exhibition

Bright wall panels in minimalist design are offering succinct quotations and type examples on stubs which can be torn off, enabling visitors to compile their own catalogue.

Whilst particularly valuable originals are displayed in glass cases, other important exhibits may be handled and read, ranging from specially-chosen type catalogues of the Art nouveau era via Dadaist and Constructivist “Theses on Typography” right through to the characteristic Bauhaus examples or Swiss typography.

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stubs to take



individual do-it-yourself exhibition catalog

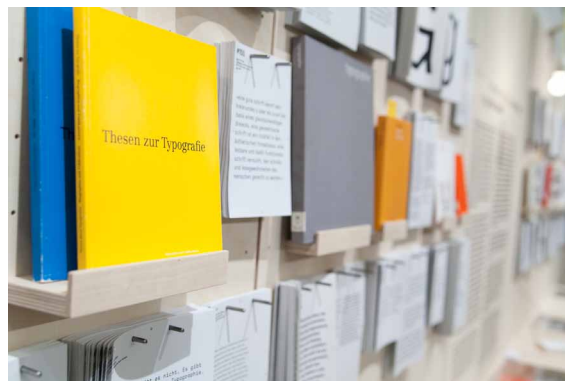


exhibit books to read and stubs

Bookmarks enable the reader to leave individual comments. Here, too, active participation is invited. It is hoped that the specially designed bookmarks will be used by visitors to leave their comments on the “classics” of the history of typography, thereby continuing the historic discourse on typography and extending it into the future.





detail exhibits Jugendstil (Eckmann)



view of wall processing



detail exhibits of Swiss Typography

The exhibits are virtually complemented by interactive facilities, with screens inviting visitors to browse. However, current positions from Typo-Insider magazines are also on show and can be discussed in workshops, which are offered as part of the extensive companion programme.



current Typo-Insider-Magazines



current specimens

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Furthermore, the origin of the term “talking book” is taken literally here, with “Texts on Typography” from specially selected books which are presented for the listener.



“talking book”
taken literally

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The frequency with which our team has to replenish the tear-off quotations and type examples shows that the balancing act has come off: to reach the interested lay person as well as the professional, hoping that they will allow themselves to be charmed by typography – which is the objective of the exhibition.



“Texts on Typography”



details children's area

The special exhibition »ON-TYPE: Texte zur Typografie« was conceptualized within the framework of a research project of the “Institut Designlabor Gutenberg” by Prof. Dr. Isabel Naegele und Prof. Dr. Eisele (Study programme Communication Design, FH Mainz) in cooperation with Dr. Annette Ludwig, Director of the Gutenberg-Museum, and with the Gutenberg-Museum. The design and the implementation were carried out with participation of the students. The basic concept of the exhibition architecture and the graphic concept are the work of the students Franziska Haube, Lisa Bader as well as Marcel Häusler, who designed the overall appearance and the printed matter for the exhibition as part of his BA exam.



curators and exhibition team

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The exhibition is accompanied by numerous lectures, readings, films and workshops, also for children and young adults.

A project of the Gutenberg-Museum Mainz in cooperation with the Institut Designlabor-Gutenberg at the University of Applied Science, Mainz within the framework of »Mainz – City of Science 2011«

Director: Dr. Annette Ludwig
Curators and Project Management: Prof. Dr. Isabel Naegele,
Prof. Dr. Petra Eisele
Graphics Design: Marcel Häusler
Exhibition architecture: Andreas Kulp, Marcel Häusler, Franziska Haube,
Lisa Bader
Implementation: Kreishandwerkerschaft und Tischlerinnung Rhein-Hessen
Talking books: Marius Becker, Speaker: Sven Kirchgeßner
Interactive facilities: Steffen Henschel / powered by virtual-magazine.com
Photography: Lena Giovanazzi

Symposium Announcement

The exhibition will close with a symposium on May 4th and 5th, 2012 entitled »Schrift. Macht. Welten - Typography and Power« at the Gutenberg-Museum, Mainz. This symposium is held in cooperation with the Gesellschaft für Designgeschichte (GfDg) (Society for Design History), the University of Applied Science and the Gutenberg-Museum.

Further Information regarding speakers, programme and tickets will be available at the beginning of March under: www.gfdg.org und www.on-type.de

For further information please contact:

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Further information under: www.on-type.de
und www.slanted.de/events/type-texte-zur-typografie

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