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### **Mark Batty Publisher Presents: 3D TYPOGRAPHY**

*An astounding international collection of innovative and experimental three-dimensional type*

New York, NY –June 2, 2010 – Defying the flat, two-dimensional type we see every day, designers Jeanette Abbink and Emily CM Anderson have compiled a sleek contemporary collection of three-dimensional type, showcasing the work of over 100 international designers, typographers and artists. Like Gutenberg and generations of typeface designers who worked with physically-shaped lead type, the featured artists in *3D Typography* return the literal heft to letters.

From type crafted of steel and neon, to carefully-cut live moss, everyday items like buttons and sugar cubes, to giant installments of polythene and paper, the work in *3D Typography* serves as a bold reaction to the fact that so much of today's typography is conceived via screens.

"If you're anything like us, you may never look at letters in quite the same way - and may even be inspired to undertake a project of your own," said Abbink and Anderson. "As we learned, potential letterforms are everywhere, just waiting to be cut, carved, knitted, grown, spun, melted, molded, hammered, flown – and otherwise reclaimed."

Along with a fascinating introduction by renown architecture and design critic Karrie Jacobs and interviews with artists, contributors include Amandine Alessandra, Thorbjørn Ankerstjerne, asa~ama, Autobahn, Huda Abdul Aziz, Andrew Byrom, Rhett Dashwood, Keetra Dean Dixon, Oded Ezer, Hikaru Furuhashi, Anna Garforth, Keith Hancox, HandMadeFont, Fons Hickmann, Karrie Jacobs, Gyöngy Laky, Amitis Pahlevan, Mike Perry, Clotilde Olyff, Miguel Ramirez, Camilo Rojas, Stefan Sagmeister, Dan Tobin Smith, Typeworkshop, Thijs Verbeek, Thomas Voorn and many, many more. For the full list of contributors and to learn more about the book visit [the official website](http://3DTypographyBook.com), <http://3DTypographyBook.com>.

Other MBP titles sure to appeal to the typography enthusiast include: *ABCing: Seeing the Alphabet Differently*; *Typography Monographs Vol. 2*; *Shapes for Sounds*; *Type, Trends and Fashion: A Study of the Late Twentieth Century Proliferation of Typefaces*; *Made with FontFont: Type for Independent Minds*; *While You're Reading*; *dot-font: Talking About Fonts*; *Afrikan Alphabets*; *Arabic for Designers* and *Type & Typography*.

#### **About Jeanette Abbink & Emily CM Anderson**

Jeanette Abbink opened the design studio Rational Beauty in 2008. Prior to opening Rational Beauty, Abbink was the founding creative director of *Dwell* magazine. She has also served as a designer and art director for numerous magazines, including *The New York Times* sports magazine *Play*, as well as *American Craft* and *Martha Stewart Living*.

Graphic designer Emily CM Anderson was selected as an Art Directors Club Young Gun 6 in 2008. She has worked for magazines such as *Dwell* and *American Craft*, and co-designed the book *Brooklyn Modern* for Rizzoli.

#### **About Mark Batty Publisher**

Mark Batty Publisher (<http://www.markbattypublisher.com>) is an independent publisher dedicated to making distinctive books on the visual art of communicating, showcasing the visual power and

innovation of contemporary culture in all of its varied poses. Today, the visual comes at us from more places than ever, and its dissemination is faster and more advanced every year. Books from Mark Batty Publisher capture this acceleration on the pages of every book. Affordable, well designed, thoughtfully created, and produced to last, MBP books are artful products that readers want to hold onto forever.

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***3D Typography***

By Jeanette Abbink & Emily CM Anderson

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