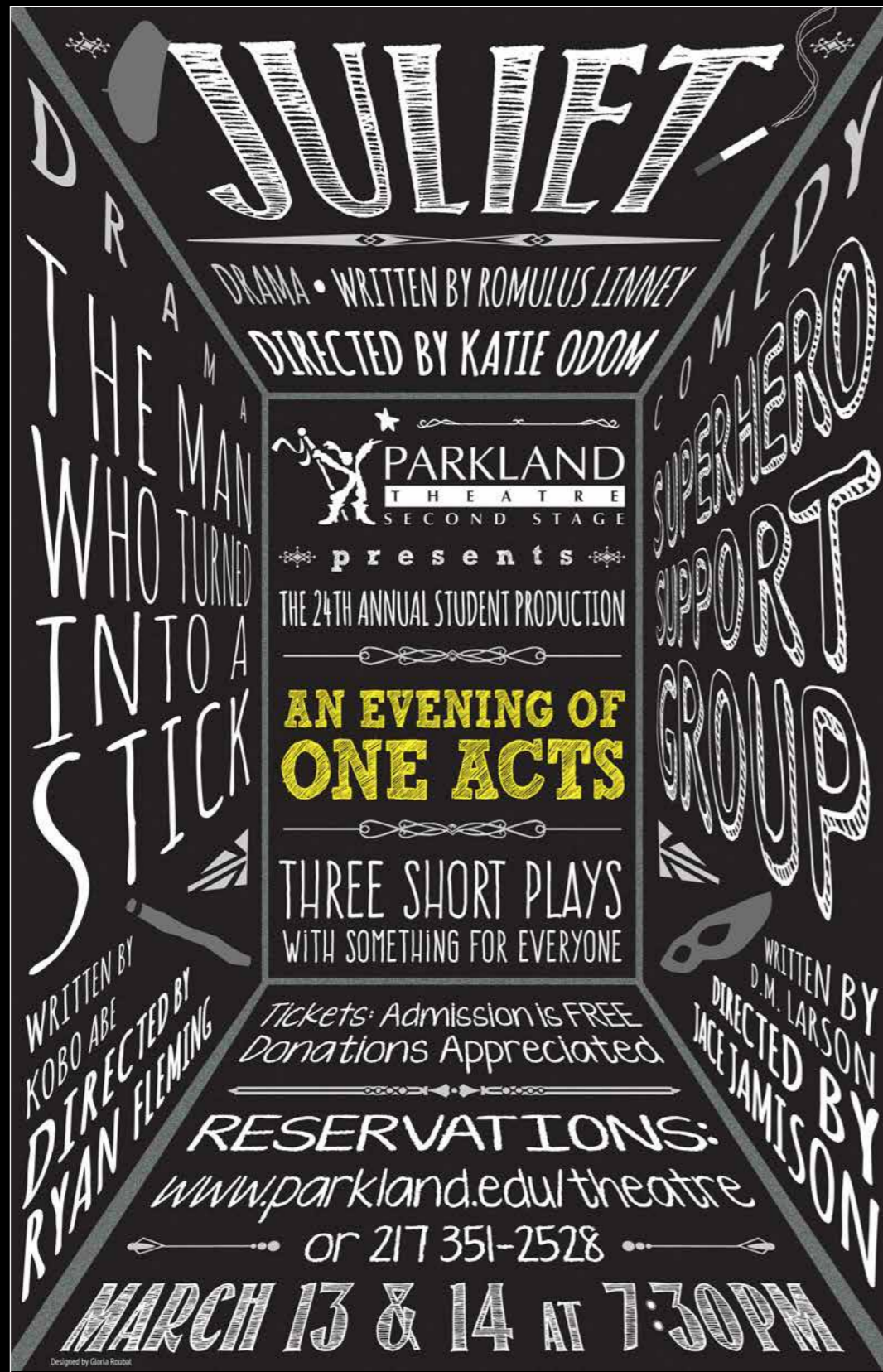


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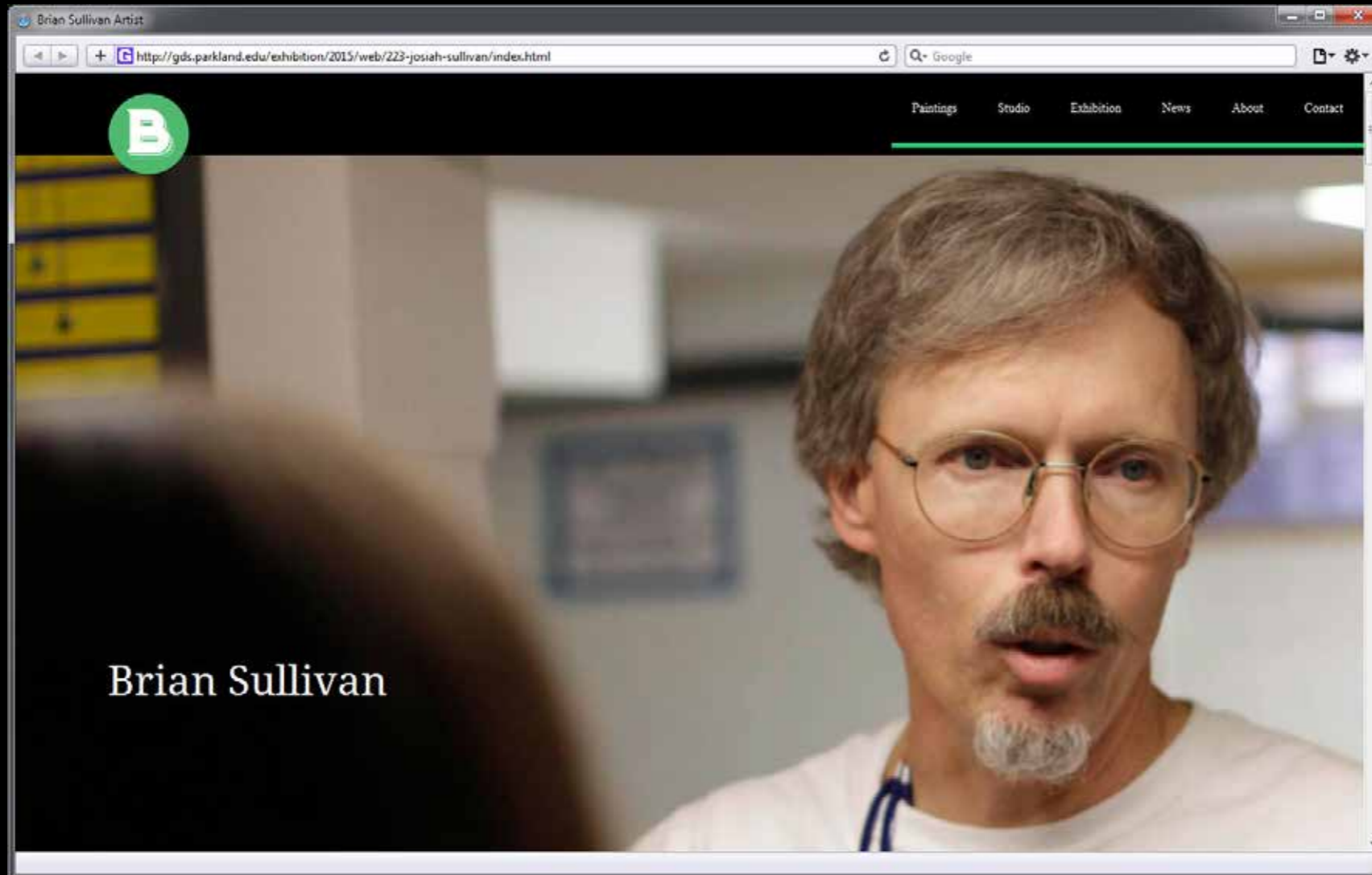


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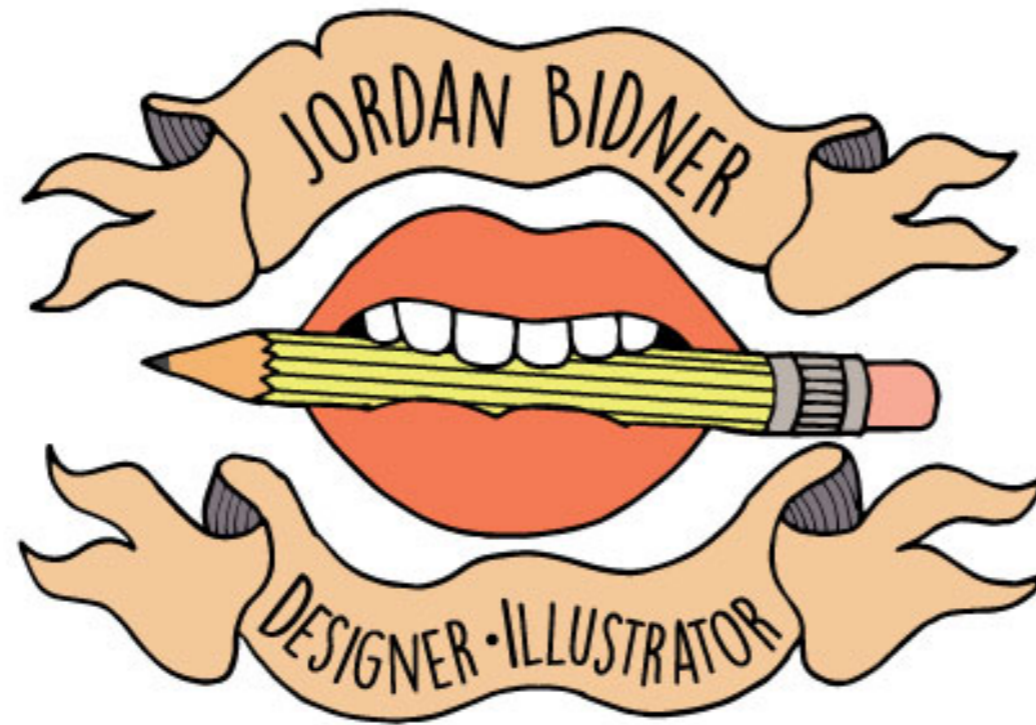
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# Giambattista Bodoni

The Prince of Typographers  
and Printer of Kings

By Jordan Bidner

**B**odoni first used old-style typefaces with much decorative detail. He gradually began following the typographical theories of a French printer, Pierre Didot. By 1787 Bodoni was printing pages almost without any decoration and containing modern typefaces of his own design.

Bodoni was responsible for laying down the four principles of type design: regularity, cleanliness, good taste, and charm. The Bodoni font designed in 1796 was named after its creator, Giambattista Bodoni. The Bodoni font's main characteristic is its contrast between thick and thin fonts. It was considered a very attractive font early on, but proved difficult to print. This continued even into the digital age because it proved difficult to reproduce digitally.

However, despite this, it remains popular and many variations of it have also been created. This font and variations of it are often used in advertising, billboards, and glossy fashion magazines. A popular use of it was in the title for the film production "Mama Mia." It was also used in the movie poster for "Black Dahlia." It seems to be very well suited for title fonts and logos. Several well-known fashion designers use this as part of their logos, most notably Elizabeth Arden, Giorgio Armani, and the well-known CK of Calvin Klein.

Bodoni, who was born in Saluzzo, Italy on February 16, 1740, was the fourth son of a master printer. At 18,

NO PRINTER WAS MORE ACCLAIMED IN HIS OWN LIFETIME THAN GIAMBATTISTA BODONI. HE DID AWAY WITH OLD-STYLE LETTERS AND INTRODUCED A NEW CLEAR SIMPLE TYPE — THE MODERN TYPEFACE. HIS TYPE WAS CHARACTERIZED BY A SEVERE SIMPLICITY.

Bodoni went to Rome and became a pupil of Abbate Ruffini. Throughout his career he was an Italian typographer, type designer, compositor, printer, and publisher. In 1768, Giambattista Bodoni took over leadership of the dual printers in Parma — the "Stamperia Reale." Later, Charles III of Spain named Bodoni as his court typographer. He was then made the director of the Royal printing house of the Duke of Parma. In order to keep Giambattista Bodoni at his court, his employer Duke Ferdinand allowed him to establish his own

printing works in 1791 in his palace. Throughout his lifetime he printed many important works, the most famous of which were his fine editions of the writings of Horace and Virgil in 1791 and 1793, respectively, and Homer's Iliad in 1808. The last years of his life brought Bodoni international fame. He received compliments from the pope and was honored with a pension by Napoleon Bonaparte.

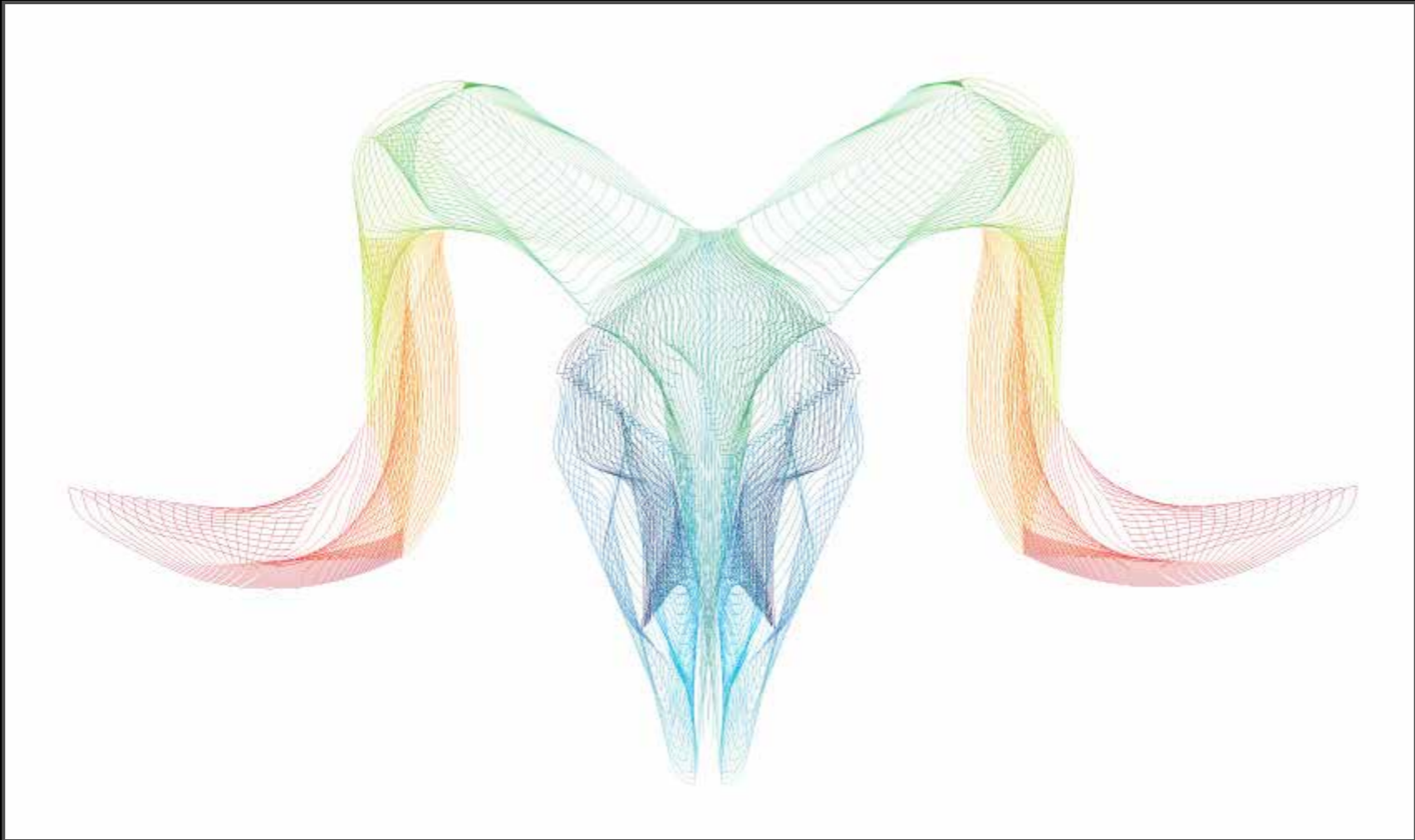
Giambattista Bodoni died on November 29th, 1813 in Parma, Italy. In 1818, five years after his death, Bodoni's widow completed and published her late husband's mighty "Manuale Tipografico" in two volumes, which contained Bodoni's entire creative working life. It contains Roman, Greek, Gothic, Asian and Russian fonts, lines, borders, symbols, numbers and musical notation.

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Thank you.