**Dreams quote”**

**Dreams about science, art and**

**VICTORIAN AGE**

(1837–1901)

The reign of queen Victoria spanned through almost the entirety of the 19th century; indeed the young monarch ascended the throne 1837 at the age of 19 and died in 1901. Her sovereignty lasted for over 60 years, making it the longer reign up until that time. Even though, the title for most enduring reign has been equalled by the current monarch, Elizabeth I, the Victorian era will always be remembered as a period of unprecedented wealth and power for the United Kingdom. In fact, the reign of Queen Victoria was characterized by political stability, and revolutionary developments in transport and communication. During the Victoria age we witness the industrialization of printing, thanks to the invention of the steam press: this innovation profoundly influenced the production and distribution of newspapers in Great Britain. As a matter of fact, accomplice the significant reduction of the stamp tax (from four pence to one penny) in 1836 alongside the mentioned technological developments of those years, the circulation of newspaper in the nineteenth century was deeply affected, reaching an amount of prints such as to inaugurate the very notion of mass media.

It is important to point out that it was in this period that newspapers began to experience a higher degree of freedom of the press; therefore periodicals can be considered as both a precious record of historical, economic and political matters but also as a reflection of the Victorian dynamic cultural and society.

Many flagship periodicals that were born in this period are still being published today: e.g. The Daily Telegraph was first published in 1855 and the Daily Mail, born in 1896.

**The layout**

**For the parchment we decided to opt for this grainy off-white paper. In fact, even though in the beginning of the century in question the papers were generally yellowish due to the “hard water” procedure, by the time Queen Victoria came to the throne progresses had already been made in this sense: ground lime which contains calcium carbonate was used to cleanse the fibers during the beating process resulting in off-white papers.**

The main title should stand out and catch the reader’s eye. We decided to use cloister, an elaborated serif typeface with ornate borders that is part of the “old-style” typefaces designed by American typeface designer Morris Fuller Benton (LINK). Even though the publication date of cloister is subsequent to the XIX century we believe it is a good fit for the Victorian style, as a matter of fact, the resemblance with newspaper fonts of the time is quite striking.

The subtitle is always in uppercase, and the font used is Clarendon: a slab-serif typeface released by foundry called Fann Street Foundry (LINK) in 1845. The slab-serif typefaces appeared in the XIX century and are characterized by thick, blocky serifs and a uniform stroke that helps making the printing process faster. The slab serif fonts are used to catch the reader’s attention or increase legibility in small characters.

The date and the author of the article (also in Clarendon) are located, when possible, right under the main title and they are contained inside a div with a special class called “info” that has a top and bottom border of 2px each. Secondary titles (e.g., h3, h4 and so on) are also in Clarendon; they have a solid border of 2px top and 2px bottom; moreover, after every secondary title the first letter of the first paragraph showcases font variations (drop-cap) as it was in use in the XIX century.

The paragraphs are in Bodoni Moda: this specific font is a variation of Bodoni, the serif typefaces first designed by Giambattista Bodoni(LINK) in the late XVIII century that was still widely used in the XIX century.

The body of the articles is divided into four columns to give the idea of a Victorian newspaper. Whereas, for the main page we decided to stick with one column, thus it allowed us to preserve readability in one of the most important pages of our website.

Furthermore, for the main page and the sides of each issue we decided to showcase another feature of Victorian newspapers: advertisement. Indeed, during the 19th century newspapers increasingly made their profit from selling advertising that publicized mainly health remedies, food and beverages. We used a Lipton Tea advertisement for the articles and a Coca Cola one for the main page; the latter is a fascinating example from the end of the century of what was called chromolithography, a cheap method for printing in colour that was actually invented in the XIX century.

**COLORS**

**For what concerns the 19th century Victorian newspapers the colours are quite limited, the text is in black (#000000) and for the background we decided to use a off-white colour: platinum(#E4E3E1) to recreate what a piece of paper would look like at the time.**

SOURCES

**In this section it is possible to see some British newspapers of the time. We also included the American newspapers The Sun: firstly, because it is believed that the Victorian style was influenced by New York and secondly, to give an idea of what was going on across the Atlantic.**

PINTEREST

This is deliberately not historically (veritiero) but tries to be representative of the period

A crayola paper has been used to render how a 1800 newspaper would look like.

and the gradual shift of the cultural and political landscape

affected the evolution,

the manufacture, production and distribution of newspaper in the nineteenth century

The newspaper in Britain precedes the nineteenth century, though a set of significant technological and demographic changes dramatically affected the evolution of newspaper through the Victorian era, achieving a scale and saturation which may inaugurate the very notion of mass media.

Queen Vicotria became queen in 1837 and her reign spanned through over 60 years

Queen Victoria ruled Britain for over 60 years. During this long reign, the country acquired unprecedented power and wealth. Britain’s reach extended across the globe because of its empire, political stability, and revolutionary developments in transport and communication. Many of the intellectual and cultural achievements of this period are still with us today.

The newspaper in Britain precedes the nineteenth century, though a set of significant technological and demographic changes dramatically affected its evolution through the Victorian era, achieving a scale and saturation which may inaugurate the very notion of mass media.

Attending the cultural prominence of the newspaper were the gradual spread of voting rights, rising literacy rates, and cheaper access to periodicals, all of which were shifting the political landscape. These changes are complex and not reducible to technological developments, though a few details are helpful to know in understanding the newspaper’s epochal rise to prominence.

Steam power and industrial processes would profoundly change the manufacture, production, and distribution of newspapers in the nineteenth century. Though technologies are never solely responsible for dramatic historical changes, steam printing so increased the speed, scale, and affordability of the newspaper as to redefine it in modern terms.

Many journals were born in the Victorian era:

SOURCES

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**ANNI 90, inizio anni 2000**

Even though the beginning of the new millennium was considered as a pivotal moment, we can clearly see the extension of the 90s into the early 2000s. These two decades are deeply interconnected and are one the continuation of the other.

The society is influenced, especially in America, by a successful economy that has a really low unemployment and by a consumerism society running rampant. Due to the economic boom and the consequent rise in job opportunities mass immigration grew rapidly creating the ground for a multicultural society. We can also see an improvement in the worldwide connectedness of economies and cultures after the demise of the Soviet Union in 1989. The globalization, previously struggling because of the filibuster of the URRS is now in full blossom also influenced by the World Wide Web, a 90s invention, that grew in the early 2000s and birthed the social networking era: MySPace, Friendster, Facebook and Twitter are all products of the first years of the XX century. These were also the years in which we became increasingly aware of climate change and global warming and when we finally started to accept homosexuality.

From the point of view of popular culture, we remember these years for the sitcoms Seinfeld and Friends, the flip-phones and keyboards phones (e.g., blackberries), hip-hop music and the rise and fall of questionable yet iconic fashion trends. Fashion and consequently fashion magazines were a big part of this period, and we can consider them as the relief valve in which popular culture converged and through which it was possible to draw some conclusions.

**LAYOUT**

**For the 90s and early 2000s we took widely inspiration by Vogue Magazine, especially the issues of 1996, 1998 and 2002. Typography in the 90s was expressive, bold, and since the first website was created PROPRIO in 1990, it had a tendency towards digital style with the usage of web fonts.**

**Even though we tried to express the mood of the 90s and early 2000s into the design, we decided to make it lowkey and minimalistic in order to create a dashing yet elegant composition.**

**For the background we chose a graceful cream white colour that looks like the paper of a magazine.**

**For the main titles we used “sardonyxregular**

**H3,4,5, 6 Playfair dislay**

**P Minion Pro**

**…** **Typography in the 90s was spectacular, expressive and powerful.**

**The first website is created in 1990, beginning the rise of the digital age and web fonts. Today, the internet allows typographers access to endless typeface usage and creation.**

**COLORS**

Four colours were used for creating a simple yet elegant rendering: floral white (#F9F6F0) is the background-colour of the articles, fire opal (#DE6449) is used for the drop-cap, claret (#F1F5DC) is the colours of the subtitles and the secondary titles, finally cadet (#5F696D) is used for harmonization purposes. The choices for the colour palette were personal though everything has been thought to look like a fashion magazine of the late 90s-early 2000s.

**SOURCES:**

Our main source is Vogue magazine from which we took some representatives articles from the issues of June 1998, October 1996 and January 2002.

**………………………………………………**

Growing acceptance of the LGBT community… (In 1990s, the World Health Organization removes homosexuality from its list of diseased (acceptance of homosexuality occurred starting in the early 1990s)}

Popular culture is also a big connectors: tv seriea (Seinfeld and Friends), fashion trends questionable but iconic , hip hop, flip-phones and keyboard phones like blackberries

globalization, that after the

The revolutions of 1989 and subsequent liberalization in many parts of the world resulted in a significant expansion of global interconnectedness.

Immigration grew sharply during the rapid economic and job expansion of the 1990s

In these years we see a rise in multiculturalism, due to mass immigration and globalization,

But we can see a “continuazione” between the 90s and the early 2000s: rise in multiculturalism, alternative media (INTERNET), hip hop (Eminem)

Extreme advances in new technology: cable tv and the WWW

The culture was influenced by the Generation X and early millenials: tattos, body piercings

In 1990s, the World Health Organization removes homosexuality from its list of diseased (acceptance of homosexuality occurred starting in the early 1990s) + third wave of feminism (influenced by First Lady Hilary Clinton, also popular culture: SPICE girls)

Television show: Seinfeld

Nirvana

**2000s**

Breakthrough of CHINA

Growth of the INTERNET; contribution to globalization + social networking sites (Friendster, Myspace, Facebook and Twitter)

Awareness of climate change and global warming, became common concerns in the 2000s

Popular cylture:

Low rise jeans, chokers, polo shirts (flip phones and keyboard pohones blackberry phones) + IPOD

Television show Friends

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Papers of

the early 19th century were generally tan, or smoke colored, due to processing the rags using

water with high iron content, what we call “hard water.” During the late 1820s paper

manufacturers in the U.S. began using ground lime, the active ingredient being calcium

carbonate, to cleanse the fibers during the beating process. As the use of lime had no effect on

the vatman, hand mills were finally able to regularly produce a grade of off-white papers