



Art Nouveau was an art movement known for its organic forms and natural motifs.

Its influence on typography set the stage for more decorative type styles.

Designers like Alphonse Mucha and Henri de Toulouse-Lautrec blended type into their art and posters, advertisements, and illustrations.

Typefaces like Eckmann and Arnold Bocklin embodied this period's aesthetics.

Through the Art Nouveau movement, display typefaces became more experimental and expressive.

This movement closed the gap between traditional and modern printing tech.

This set the trend for using type as a dominant visual element in design.