### Craig Eliason, Ph.D.

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### Education

Ph.D., Art History Rutgers University, New Brunswick, NJ, January 2002

M.A., Art History Rutgers University, New Brunswick, NJ, January 1996

B.A. magna cum laude, Fine Arts
Amherst College, Amherst, MA, May 1991

# Professional experience

Professor, Dept. of Art History, University of St. Thomas, 2017–present Associate Professor, Dept. of Art History, University of St. Thomas, 2008–2017 Assistant Professor, Dept. of Art History, University of St. Thomas, 2002–2008

## Recent publications

- "Export" [typeface review] *Typographica*. http://typographica.org/typeface-reviews/export/ (posted October 12, 2018).
- "Pathos" [typeface review] *Typographica*. http://typographica.org/typeface-reviews/pathos/ (posted July 5, 2017).
- "Transitional' Typefaces: The History of a Typefounding Classification," *Design Issues* 31 no. 4 (Autumn 2015): 30–43.
- "A History of the 'Humanist' Type Classification," *Printing History* new series no. 18 (July 2015): 3–26.
- "Roger Excoffon et la Fonderie Olive by Sandra Chamaret, Julien Gineste, and Sébastien Morlighem" [book review] Design and Culture 4 no. 2 (July 2012): 254–56.
- "Uppercase, Lowercase, Unicase: The Making of Ambicase Modern," *Codex: The Journal of Typography* no. 1 (Spring 2011): 94–105.
- "Adrian Frutiger Typefaces: The Complete Works by Heidrun Osterer and Philipp Stamm; José Mendoza y Almeida by Martin Majoor and Sébastien Morlighem" [book review] Design and Culture 3 no. 1 (March 2011): 130–33.

### Typeface designs

Ambicase Modern, produced by Teeline Fonts, distributed by FontShop and MyFonts, 2010.

Ambicase Fatface, produced by Teeline Fonts, distributed by FontShop and MyFonts, 2011.

Selected for "Our Favorite Typefaces of 2011," Typographica.org.

Selected for "Call for Type: NeueSchriften/New Typefaces" exhibition, Gutenberg Museum, Mainz, Germany, 2013.

Backflip (formerly Flipper), in production.

Earned Honorable Mention, Morisawa Type Design Competition, Tokyo, Japan, 2014.

Strooptest, in development.

Selected for "Text, Type, Typography" exhibition, California Marymount University, San Pedro, 2016–17.

Lyndale, in production.

Feneon, in production.

## Recent conference presentations

TypeCon2019

Minneapolis, 2018

"Teaching Type Design to Non-Designers: Lessons Learned"

Association Typographique Internationale (ATypI)

Antwerp, Belgium 2018

"Didot and Fashion: Idealization in Historical Contexts"

Stanford University

Face/Interface: Type Design and Human-Computer Interaction Beyond the Western World Palo Alto, CA 2017

"The Picasso Effect: How 'Exotic' Scripts Catalyzed Bodoni's Modern-Face Types"

**Drexel University** 

Fashion and Media Symposium

Philadelphia, 2017

"Idealization and Didot, the Fashion Font"

College Art Association

New York, 2017

"MoMA and the Accession of Digital Type Designs"

Art Historians of the Twin Cities

St. Paul, 2016

"Haute Couture, Neoclassical Aesthetics, and the Roots of Didot Type"

Association Typographique Internationale (ATypI)

Amsterdam, 2013

"The History of 'Humanist' Types"

College Art Association

New York, 2013

"Typeface Classification and the Chinese Encyclopedia of Borges"

"Putting Design in Boxes: The Problem of Taxonomy" panel chair

### American Printing History Association

Chicago, 2012

"Inventing 'Ambicase' Letters"

#### TypeCon2012

Milwaukee, 2012

"Students as Rasterizers"

#### TypeCon2010

Los Angeles, 2010

"Type History in Transition: The Emergence of the 'Transitional' Label for Type Designs"

#### TypeCon2009

Atlanta, GA, 2009

"Why 'Humanist' Type?"

### Curated exhibitions

"Insights into Modern Art: Dolly Fiterman Collection"

OEC Lobby Gallery, University of St. Thomas, January 17-May 26, 2013

"Founding Zero"

Harry Ransom Center, University of Texas, Austin, October 4-November, 2010

"Face the Nation: How National Identity Shaped Modern Typeface Design"

Minnesota Center for Book Arts, Minneapolis, July 12-September 21, 2008

## Select fellowships

Harry Ransom Center, University of Texas

Limited Editions Club Endowment Fellowship, 2009–10

Houghton Library, Harvard University

Katherine F. Pantzer Jr. Fellowship in Descriptive Bibliography, 2009–10