

Typographer
Book Designer
Teacher
Writer

“There can be neither a genuinely new, nor a 'reactionary' typography,
but only good or bad typography.”

Jan Tschichold

In 1928, Tschichold authored **The New Typography: A Handbook for Modern Designers** and created the fonts: **Sabon**, **Classical Garamond**, and **Saskia Pro**. After being kidnapped and imprisoned by the Nazi's for having too “graphic” of designs, he fled to Switzerland, where he worked remotely for **Penguin Books London**. At Penguin, he helped develop their signature style and created over 500 title pages.

Born to a sign designer and teacher, Jan Tschichold originally trained as a calligrapher and designer at the **Leipzig Academy of Graphic Arts and Book Production** from 1919 to 1921. Though he wanted to go into the arts, his parents urged him to start teaching at the age of 14 before studying woodcutting, typography, and engraving. The 1923 exhibition of **Bauhaus at Weimar** introduced him to Modernist design, thus changing his “old fashioned” style to a more modernist approach. In addition to Bauhaus, Tschichold was also inspired by fonts by **Rudolf Koch** and **Pierre Simon Fournier**'s work.



Germany, April 1902
Switzerland, August 1974