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Sudtipos proudly introduces

Burgues
script

Ode

1. A lyric poem of some length, usually of a serious or meditative nature and having an elevated style and formal stanzaic structure.
- 2.a. A choric song of classical Greece, often accompanied by a dance and performed at a public festival or as part of a drama.
- 2.b. A classical Greek poem modeled on the choric ode and usually having a three-part structure consisting of a strophe, an antistrophe, and an epode.

— American Heritage Dictionary

Attractive
and Beautiful



Burgues is an ode to the late 19th century American calligrapher Louis Madarasz, whose legendary pen movements have inspired schools of penmanship for over 100 years now, and whose talent has inspired some people to call him "the most skillful penman the world has ever known"

I use the word "ode" in a colloquially ambitious manner. If I was a real poet, my poems would be about things I desire but cannot attain, objects of utter beauty that make me wallow in humility, or people of enormous talent who look down at me from the clouds of genius

But I don't write poems. My work consists of letters drawn to fit together, that become an element of someone's visual poetry. I am the poet's assistant, so to speak. Once in a while, the assistant persists on what the subject of the poem will be. And once in a while, the poet gives in to the persistence. I hope you, visual poet, find my persistence justified in this case

The two base sources for Burgues are the calligraphy examples shown in Zaner-Bloser's *The Secret of the Skill of Madarasz: His Philosophy and Penmanship Masterpieces*, and C. W. Jones's *Lessons in Advanced Engraver's Script Penmanship* by L. Madarasz

These two sources were the cornerstone for the concept I was trying to work with. I did have to change many of the letters in order to be able to produce digital calligraphy that can flow flexibly and offered the user a variety of options, while maintaining its attractive appearance. To this end, many ligatures and swashes were made, as well as full flourished sets of letters for use at the beginnings or endings of words and sentences. All tied together with OpenType, as usual, and tested thoroughly within today's standard design and desktop publishing software

After working with digital scripts for so long now, I initially thought **Burgues** would become a bit of a chore at one point. I also thought that, like with most other scripts, the process would regularize itself after a while, and the work would be reduced to mechanical habit. Surprisingly and fortunately for me, no such thing happened. The past sometimes holds as many surprises as the future does. Madarasz's method of penmanship was fascinatingly challenging to translate into the strict, mathematically oriented language of the computer. Even now after the work is done, it seems that the extremely high contrast of the forms coupled with the required flow and connectivity of such lettering will always be hard work for any visual artist to produce, even with the aide of a powerful machine. I can only imagine what steady nerves and discipline Madarasz must have had to be able to produce fully flourished and sublimely connected words and sentences on a whim. One must wonder what kind of breathtaking art he would have been able to come up with if he lived today, with the computer mouse being an additional accessory in his calligrapher's toolkit!

When I think of Madarasz producing a flourished calligraphic logotype in a few seconds, and try to reconcile that with the timelines of my or my colleagues' work in identity and packaging design, my mind reels. Such blinding talent from over a hundred years ago

In case you are wondering, **Burgues** is the Spanish word for Bourgeois

In the end, I hope **Burgues** will serve you well when you need a flourished word or sentence for your design project. One of the wonders of the computer age is the ability to visually conjure up the past to serve the present and the future. With **Burgues**, you have a piece of "the most skillful penman the world has ever known," at your service!

Alejandro Paul
2007

Corazón

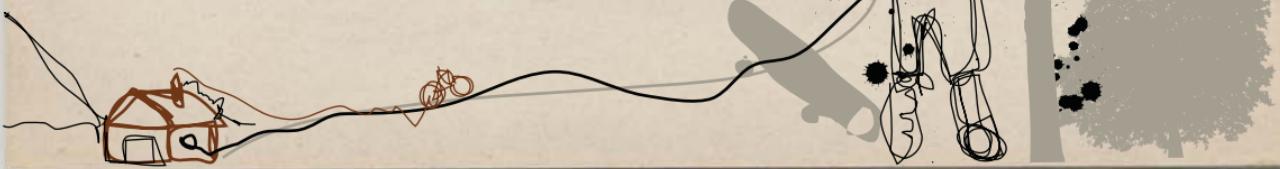
Decor

Engrossing

Flourishment



Ginger
Lavender
Muskion
Herbaceous



Kiss
Lonely Moon
Mystery







Treasure

Voyage

Unique
Oscuridad

Whisky
Young
Dinsander Yanaou



-Uppercase characters & OpenType alternates*-

H H A A J J

B B B D C C C D D D
E E E F F G G G G G
H H H D D D Z K K K K

L L L D M M M M D x
K W N D e o o D P P P P
P Q R R Q R D f s S S D

F F D W W W W W W W W
D X C G X Y Y Y D Z
G G

-Lowercase characters & OpenType alternates*-

g g g g g g g g

a a a l a a b b b k b c c c c d d d d
e e e e e e f f f f f f h h h h h h i i i i i i i i
k k k k k k l l l l m m m m m m n n n n n n

o o o o o p p p q q q q q r r r r r v v v v v s s s s

s s s s s t t t t t t t t t t u u u u u u u u w w w y

y y y y y z

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*You can access to them using the OpenType palette in any Adobe Creative Suite application or Quark Xpress 7.0

-OpenType endings & beginnings**-

ornamental

o c e n t e r e

Q u e s t i o n s

E x a m p l e

** You can add Beginnings & Endings
selecting A-Z or a-z characters + titling
alternates in the OpenType palette

Thanks

Much thanks are due to the friends and great designers who generously donated illustrations for this booklet.

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