

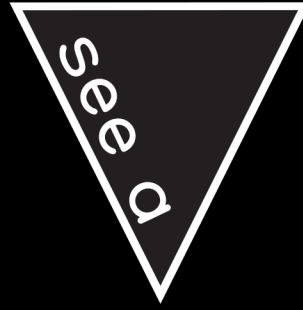
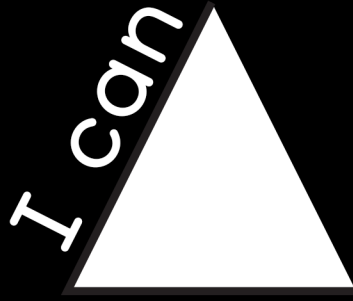
The reader is encouraged to keep the corner mark in the bottom right corner of each page at all times, and turn the book counter-clockwise in each transition, an interactive aspect that mimics the direction of the dynamic descent in the museum.

The Frank Lloyd Wright Guggenheim

as narrated

by Hermes Typeface





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of a new type

perfectly appropriate

to our purpose

having...

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beauty

great

and

digitally

monumental

All is one great space on a continuous floor, greater
repose, an atmosphere of the unbroken wave



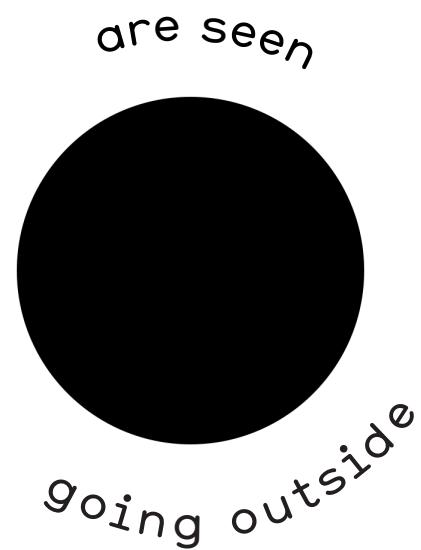
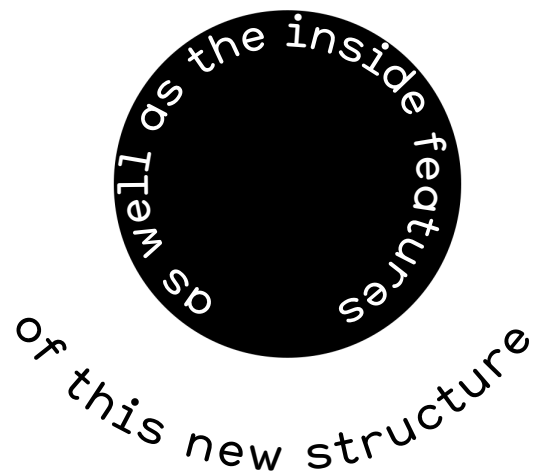
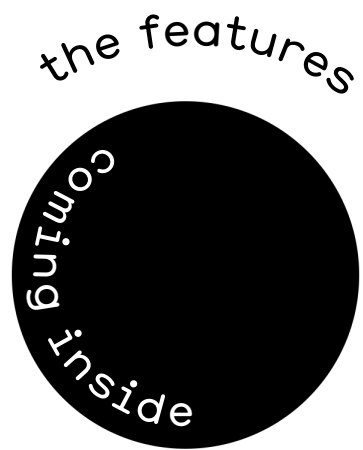


This type of structure has no...

inside independent of the outside,

as one flows with, and is of, the other







our culture has yet seen little

quality of quality

a truth to which

and the strength of simplicity

This integrity yields a nob

it was to make the building and the painting

an uninterrupted beautiful symphony

such as never existed in the art world before.




This is the

liberation

of painting

by architecture





This building we have built
was formed on the idea that
an architectural
environment making the
picture an individual thing
in itself, emphasized like a
signet in a ring, would give
relief and emphasis
to the painting to an extent
never yet known.

Hermes is a typeface released from the swiss type foundry Optimo in 2012. The font was designed by a Geneva based graphic design studio, Gavillet & Rust. The inspiration for the font comes from the 1966 typewriter model, the Hermes 3000. _____

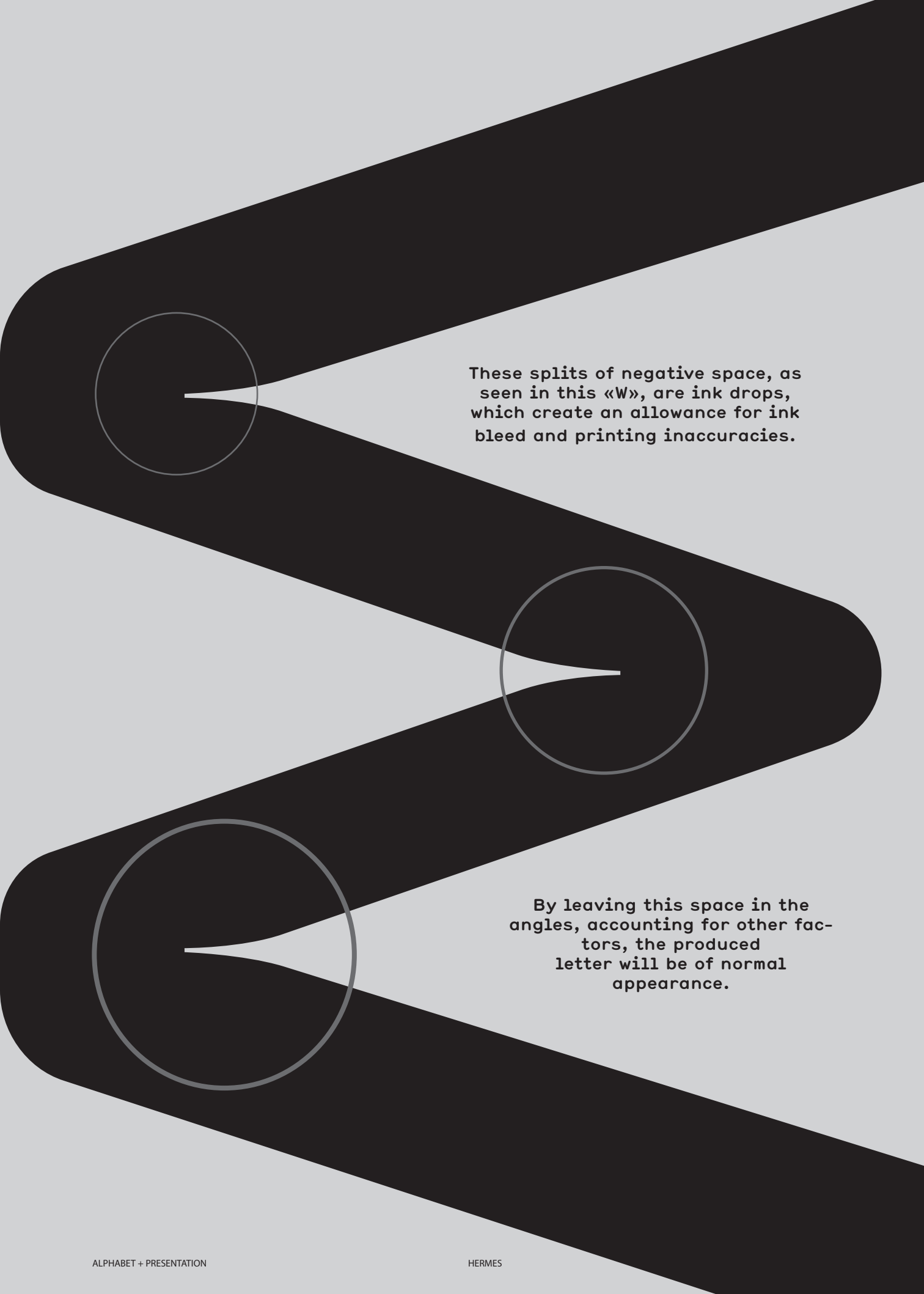
geometric forms of this font declare it a representation of modernity and mechanical recording. Hermes has three weights along with their italic versions, with and without serifs. On the occasion of its 10th anniversary it was also given a condensed version.

Hermes consists of a well-spaced, rigid structure, defined by the complimentary obliqueness of its letters

rounded tips

rounded angles

wide base serif,
reminiscent of typewriter
text



These splits of negative space, as seen in this «W», are ink drops, which create an allowance for ink bleed and printing inaccuracies.

By leaving this space in the angles, accounting for other factors, the produced letter will be of normal appearance.

