# B<sup>o</sup>D<sup>o</sup>O<sub></sub>N I

*A designer tries to make an object as
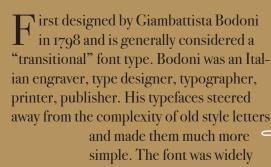naturally as a tree puts forth a leaf.*

# Philocaly

*{n.} the love of beauty*

As designers we have a natural aesthetic and love for beautiful things. Beautiful music. Beautiful people. Beautiful vibes. Beautiful moments. You see, everything in life should be beautiful and poetic, that's our sworn oath to this world as designers who inhabit it. Philocaly is the love of beauty, so perhaps we are philocalists. As designers, or philocalists, we long for the beauty and natural aura nature brings us.

Perhaps that is why as designers the best work is put forth as naturally as a tree puts forth a leaf. It's the moment we realize that our bones are made of the same star dust as the planets, our lungs are breathing the same air as the migrating butterflies It's the moment as designers, as philocalists, that we understand that we are not just commercial artists as you may think we are, we are full of the world.

# Giambattista Bodoni

*Cunning, Elegant, Organic*

*A leaf is beautiful not because
it is stylish but because it is natural*

First designed by Giambattista Bodoni in 1798 and is generally considered a "transitional" font type. Bodoni was an Italian engraver, type designer, typographer, printer, publisher. His typefaces steered away from the complexity of old style letters and made them much more simple. The font was widely accepted by printers and can be seen in a broad of variety of publications and uses since the late 1700's. In advertising Bodoni has been used in many logos because of its elegant style, including Vogue, Elizabeth Arden, Guerlain, Giogio Armani and also the classic "CK" for Calvin Klein. In magazine publications such icons as Harper's Bazzar.

It is versatile- it comes in many different weights and can be used for captions or display type because of its weight contrast among strokes. It's form is not only elegant but it's thick and thins make it cunning as well and can always be distinguished by its elegant shape, hairline serifs, and heavy down strokes. If I were to personify the font, Bodoni makes me think of this classy burlesque 1920's flapper woman dressed in all black, but carriers a revolver in her bra.

*Since 1790*

*Nature was created
perfect just as it is, It
is beautiful because
it is just right.*

Look at nature. Look at flowers. We never walk into a garden and say, "oh wouldn't that flower be so much prettier if it were taller? Or maybe red instead of pink?" Because nature was created perfect just as it is. For example, the egg has a perfect form even though it comes out of a butt. You see, Giambattista designed the font Bodoni to be so cunningly elegant that it just as organic to fit into the natural world around us.

It is 'beautiful' because it is just right. Find something beautiful in this world and admire it, and in that moment realize that it was created by human beings just like you, no more human, no less. We are all philocalists.

The lower case 'c" has serif which almost resemebles that of a leaf.

c q a

The tail of the "a" is very perculiar.

The thick and thinks make this "q" a very distinguishable character.

*Since 1790*

**BODONI**

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ abcdefghijkl
mnopqrstuvwxyz