

Have you ever thought about the amount of type you read in a day? How many different typefaces you encounter? How does a day in your life read?



So where do all these typefaces come from? Why don't we all use one typeface? Why are there so many different typefaces? Because we are different. We're shaped by different cultures.



So you see, type is civilization.

»Most people take the way words look for granted.« This is Erik Spiekermann's opening quote from 'Typomania', a one-off program he made for the BBC in 1988, which attempted to make viewers aware of the significance of typography. He uses type on restaurant signs, magazines, trains, and book covers as examples of the presence of typography in everyday life. Spiekermann asserts that type is

culture. To support this, he uses typefaces such as 'Caslon', 'Century School Book', and 'Cheltenham' as examples of Anglo-American culture; 'Garamond' and 'Bodoni' as French or Italian, and 'Futura' and 'Helvetica' as German. It was written and directed by Mary Sprent as part of her series 'Into Print'.

With: Mary Sprent