



kʰi:ɛjʃən mʌst hæv sʌmθɪŋ 'ɪn ɪts kæʊktə-ðæt
 meɪks ðə pətɛŋʃəl 'i:zə s't ʌp ænd t'eɪk nʊʊrɪs.
 ði:z t, ʌɪpəɡɹæfɪk tʌɪtʃs k'ʊd kʰi:ɛt 'eɪ pɑ:pjələ-
 dɪmænd bʌt w'i: mʌst ɔ:lsoʊ kənsɪdə-ðæt ði:s
 p,ɑ:pjələʁi m'eɪ'ðʊnli b'i: 'eɪtɛmpə'eɪ. p'ɜ:sənəli,
 ʌ d'ʊʊnt θ'ɪŋk ð'ɛ:z 'enθ,ɪŋ ɹ'ɔŋ w'ɪð ðæt. ʌ n'ʊʊ
 w'i: ɔ:l f'i:l 'əʊə-ɹɪz'əɪnz w'ɪl l'æst fə'eɪvə, bʌt s'ʌm
 θ'ɪŋz l'ʌŋk m'j'u:zɪk d'ʊʊnt l'æst i:ðə. ɪts l'ʌŋk "hɪ
 təd'eɪ'ænd fə-g'ɑ:ŋ tɛmɑ:ʊʊ." enw'eɪ, j'u: ænd 'ʌ
 kæən b'i: j'ʊə 'ʌv w'ʌn θ'ɪŋ: ðə n'ʌmbə-ʌv t'ʌɪpfeɪsɪz
 w'ɪl ʊəli 'ɪŋkɪs.
 — 'ɛd b'ɛŋgwɪ,æt



I think it's rather difficult to create a new typeface design, or for that matter, to create a new anything that's in everyday use. A new piece of music would parallel the creation of a new typeface. **For example**, the notes of music don't change, and the letters of the alphabet don't change, either. It's a matter of how they're put together. The most important feature must be that its **newness** has a **reflection all its own** and fits into the pattern of today's generation of graphic designers. The new creation must have something in its character that makes

Sensate Delux
Light

Black
Sensate Delux

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Устав Организации Объединенных
Наций Был Намас Ста Периора Т'
Аларуна Του Κοσμου Στους
подписан 26 Июня 1945 Года В
Санфранцис Ерипуос Ки Алаттетуос
Ζκυθικοϋς Δρόμου. Τώρα
Заключительном Заседании
Конференции Объ
Δουλειά Του, Ήρατοτε, Όσα Ο
Πατέρας Προόταξε, Να γυνοι

All things are double, *one against another*. Tit for tat; an eye for an eye. *Give and it shall be given you*. Устав Организации Объединенн Намас στα πέριора τ' αλαργινά He that watereth shall be watered himself. What will you have? quoth God; pay for
All things are double, one against another. Tit for tat; an eye for an eye. Устав Организации Объединенн Намас στα πέριора τ' αλαργινά for love. He that watereth shall be watered himself. What will you have?

UNDER A GOVERNMENT WHICH imprisons unjustly, the true place for a just man is also a prison. Unjust laws exist: shall we be content to obey them, *or shall we endeavor to amend them*, and obey them until we have succeeded, or shall we transgress them at once? Совета с восемнадцати до двадцати семи. Последующая μας πλερώσει, για να μάθει του Δία την εξουσία να στρέγει поправка к generally, under such a government as this, think that they ought to wait until they have persuaded the majority to alter them. They think that, if they should resist, the remedy would be worse than the evil. But it is the fault of the government itself that the rem-
UNDER A GOVERNMENT WHICH imprisons unjustly, the true place for a just man is also a prison. Unjust laws exist: shall we be content to obey them, or shall we endeavor to amend them, and obey them until we have succeeded, восемнадцати до двадцати семи. Последующ Тέτοιο κρίμα χρωστάει λοιπόν να μας πλερώσει or shall we transgress them at once? Men, generally, under such a government as this, think that they ought to wait until they have persuaded the majority to alter them. They think that, if they

the potential user sit up and take notice. These typographic traits could create a popular demand but we must also consider that this popularity may only be a temporary. **Personally, I don't think there's anything wrong with that.** I know we all feel our designs will last forever, but some things like music don't last either. It's like "*here today and forgotten tomorrow*." Anyway, you and I can be sure of one thing: the number of typefaces will surely increase.
—Ed Benguiat