

Explorative Research and Praxis

# Western Typography *an introduction*

What is typography?

# JOOY

finally has meaning.



The new Audi R8 GT.

Audi  
Vorsprung durch Technik



## Staff engagement to bring all-round benefits

**Pat Holman** believes the new staff engagement policy is bound to benefit service users by improving the working environment of the Trust workers involved with them.



Some of the 40 people who attended the Blackfriars' staff event.

"We want to improve the patient experience, but to achieve that it follows that the staff need to feel good about their day's work – to go home everyday feeling 'I have done a good job,'" said Pat.

"If we can create that environment then the patient experience will be much improved. We have in the past tried to focus directly on the patient's experience, but it is also important to focus on the staff."

Pat said around 400 members of the Trust's 2000 staff had originally been invited to the first round of staff conversations. The 140 who had responded had been invited to the Blackfriars' staff event – which was captured on video in addition to becoming the subject of this newsletter. Meanwhile the project's steering committee remained committed to engaging all staff in the project.

"We have got 2500 people

who work in mental health, and we will go back to the other 2400 and invite them to join in," she said. "This was never intended to get smaller and smaller, but to get bigger and bigger."

She said that the Trust's positive approach could potentially provide an ideal antidote to the sense of unease generated by the recession, and she highlighted the benefits of shared responsibility in helping the organisation's leaders to remain fresh and motivated.

"At a time when the world is going into recession, we are using the energy, brain power and creativity of 2000 people to produce something very powerful. I suspect it can inspire a degree of confidence in our organisation that others may not feel over the next few years."

## Engagement is everyone's responsibility

A letter arrives inviting you to a Staff Conversation. Do you a) throw it in the bin, or b), it's a free lunch. It's a day away from the workplace and you'll go and see what it's about?

As someone who is not averse to sharing my opinions as to what I think about the government's current policies, the NHS and the Trust, my curiosity got the better of my natural cynicism. Would this change my feeling of being down to earth? Being down to earth in the brave new world of the NHS as a business I can feel at times that work has become numbers, more numbers, and doing money, a perception that we're being asked to do more with less, and that quality comes second to quantity and I sigh. Now will these events improve our sense that our managers and the Trust Board understand where the staff sit at the coalface and the issues and difficulties, but also the things we're proud

of, our ideas and aspirations to improve the quality of the lives of the people who come into contact with our organisation, or work for it?

My honest answer is: 'I don't know, the jury is out', certainly this first round has resulted in some ideas being taken forward. Being able to find the information you want needn't sit in the Trust IT system without being a vast improvement and certainly free up a lot of time! It appears the suggestion that the organisation adopts a culture of appreciating what their staff do for them, saying 'well done' and 'thank you' as a normal part of our daily lives at all levels of the Trust, has morphed into a night out at

Carrow Road, but it's a start! There will always be problems, uncertainty and change, that's the NHS, but engaging the staff isn't entirely the responsibility of the Chief Exec and the Board of Directors, it's the responsibility of each and every one of us. We have some opportunities to say 'our piece', to suggest our ideas and if enough of us say the same things, then someone has to listen.

If you get that invite, don't automatically choose option a), join in as you never know, by adding your voice, you might make a difference (and don't forget, there's always the Staff Governor!)

**Jane Lambert**  
Staff Governor

## New way of doing things is here to stay

**Paul Cracknell** insists that this approach to engagement is no passing fad, but will remain integral to the way in which the organisation is run in the future.

"Our commitment is that this is going to be the way we do things around here," said Paul, who is director of business support. "It isn't just another initiative, it's not just something we're doing for now."

"We've staff surveys often result in people saying they don't feel engaged, like we're deliberately getting people to engage with other colleagues from around the service. We want them to engage with managers and leaders, and start to shape priorities, and what we are doing."

"This isn't about trying to generate a big 'to do' list for the board, but about capitalising on the benefits of shared experience. We can look at some of the things that hold us back, and then turn the talk into action. We are starting to paint the picture of what a better world would look like."

This isn't about trying to generate a big 'to do' list for the board, but about capitalising on the benefits of shared experience.

Paul explained that the 400 staff originally invited to attend meetings in Norwich, Southampton and Great Yarmouth had been selected to represent every locality, profession and grade. The meetings were structured around finding the answers to three questions:

1. As a member of staff working in the Trust, what are the main things that really get in the way of your working as well as you would like?
2. What do we need to get right, or do more of, for you to feel really proud to work for the Trust?
3. What specific, tangible changes – which will benefit our users, our staff, and our Trust – should we work together to achieve first?

The information generated from the initial meetings was whittled down to five priority themes tackled at Blackfriars' Hall. These included achieving more effective communication; improving the patient experience; achieving more engaged and engaged leaders and managers; improving the effectiveness of IT systems; and recognising the successes of individuals through awards.

Staff worked in groups to come up with their "dreams" or visions for the future, and to devise practical means of making their dreams come true.

And, at the end of the session, those who attended were asked to "sign up" for the theme they wished to continue working on in the future.

"We are giving people a model and a structure so that improvements can be rolled out as appropriate within localities and services," said Paul.

"This also fits in with a lot of other things we are doing. We are putting a lot of time and effort into management and leadership development, investing in people to give them the appropriate tools and techniques."

"This is about getting the views of people who might appear to be lower in the hierarchy – but we are committed to giving people the power to change for themselves."

• The next staff engagement meeting is due to take place in Great Yarmouth on Monday, April 27

## New approach integral to future of the Trust

**Pauline Davies** believes the Trust's new staff conversation approach will prove integral to the future development of the organisation.



Pauline Davies, Strategic HR manager.

"To achieve positive and substantial change it's really important to involve the staff," said Pauline. "I think that traditionally the health service and hospitals are organised in quite a hierarchical way. That might be quite convenient, but it may not be the best way to manage what we are trying to achieve."

"I'm very optimistic and enthusiastic. This is a very significant opportunity for staff to get involved in ways that probably haven't previously been so obviously available. It's sending a very strong signal to everybody that the opinions and contributions and energy of the staff are really important. They can help make a positive difference to the experience of patients and carers, and also to that of the staff themselves."

when they go to work. "I think it's important that the Trust is proposing to do this right now. It's a fantastic opportunity to strengthen the way we do business. It's got everyone involved and engaged. There's nothing as certain as change, and changes are almost in the health service, and this will enable our people to be at the forefront of those changes."

Pauline said the staff conversation strategy fed in with two other innovations – the Trust's new package of leadership and management development, and the launch of "Lean thinking, a process technology which focuses on getting things to the right place at the right time, and in the right quantities, while minimising waste, and being flexible and open to change."

## Keen debate as ideas start to flow

Enthusiastic debate and much frenzied scribbling were the hallmarks of the group sessions that saw around 65 staff members begin to come up with their vision of the Trust's future at Blackfriars' Hall.

Staff were invited by chief executive Pat Holman to go to a table discussing the theme that interested them most – with a maximum of 10 people per table.

The first task was for each table to write a "story" describing what a perfect Trust might look like in three years' time, and

describing the theme-related improvements that could happen each year to make it come true. Each table reported back to the whole meeting at the end of the session, before taking on additional tasks. Individuals were first asked to write down what they needed to do as project team members to achieve the

ideal future. Each table worked together to discuss the next steps, and then individuals signed up to work on their chosen themes in the future. Indeed, the first meeting of the new communications working group subsequently took place on March 17, and others will follow shortly.



One of the tables taking part in the debate at Blackfriars' Hall.

## Vox pops

**Dr Andy Wright**  
Lead Clinician, Trust Development and Training

"I thought it was unusually informative and motivating. It clarified a couple of issues that I feel passionate about, I'm interested in patient experience, effective communication, and what I found particularly useful is that some very definite and concrete steps to achieve the vision were described. I feel very optimistic that something worthwhile will come out of this."



**Charm Luzzignea**  
Lead Clinician, Southern Locality  
"I'm quite optimistic."

"You're always a bit anxious that things might fall flat, but I certainly hope they will move forward. On our table there was a lot of energy and drive to take things forward, and that's what you need. I'm especially interested in improving the service user's experience, and it's all about the attitude of staff members – the critical thing is how we approach service users as people. It's not about money and resources, it's about how we are with people."



**Gianna Bullock**  
Nurse Administrator  
"I think it's really good because you get to talk to people from

different localities and services who you don't normally meet. You meet different professions, from different areas, but you realise that you all share common problems. It's all very new, but it's got potential and it's about spreading it through the rest of the organisation. If the board wants it, and the money and resources are available, then it can work."

**Geoff Bailey**  
Consultant Clinical Psychologist

"I was originally a bit sceptical about going along to the first meeting, and made a decision at the last minute. I was a bit sceptical about this one as well, but I was pleased to find that I was not. I have been 24 years, and it's pleasing when you see your colleagues

looking to improve things and trying to be positive. You have to win people's hearts and minds, and I have signed up to help improve communications. I'm not saying I'm converted, but I'm trying to be honest."



**Nathan Bailey**  
IT Services Team

"It's a great process as long as it gets somewhere, and I think it will – the right people are on board to make things happen. It's good to get staff from different levels involved in something that will affect everyone in the Trust. I think communications are very important

– it's not just about being able to contact people, it's about knowing who you need to contact."

**Duncan Double**  
Staff Governor

"I think it's good. The governors are elected and help to represent the staff, and it's good to see the board of directors getting into discussions with the staff. I'm confident this is going somewhere."

**Ross Brooks**  
Service Manager for the Trust Alcohol and Drugs Service

"It's well-extended, and the challenge will be to make sure we keep the staff engaged, and that they do see change within the organisation. I'm on the steering group, and I know there will potentially be cynics who think it's just an initiative, so we've got to keep the momentum up, and people have got

to start to see results quite early."

**Kevin Morgan**  
Nurse Doctor

"The idea is good but I don't think anything will happen. I have been in this job for 30 years, we've had the sort of thing before and nothing seems to happen. They have good intentions but they don't seem to come out – they tend to disappear down the toilet. I'm sceptical – I've seen it all before. When you've worked in a place for as long as I have, you tend to see things come and go."

"I'd get rid of some of the managers we've got. There are too many of them. It's the people on the shop floor who do the graft but it's them they seem to be shifting out. But without them you wouldn't need the managers anyway."



**What is typography?** It is an art form that has been around for many hundreds of years. Words and text are all around us every day. In every piece of type we see, somebody has considered how the letters, sentences and paragraphs will look in order for it to be read by us, or how it will make us feel when we look at it. Sometimes it is done well, but often not. Typography takes time and it can be difficult to get right. Good typography comes from paying attention to tiny details.

**Modern western typography** can be traced through history with its' origins specifically connected to its' use on seals and coins in ancient civilizations.

**Woodblock printing and moveable type** can be traced back to the Han Dynasty in China (206 BC – 220 CE). Paper and cloth rubbings were created from texts on stone tables. Printing is considered as one of the Four Great Inventions of China, that spread across the world with the use of clay and woodblock printing.

**Modern typography.** In the Western world typography developed with the invention of the printing press in the mid 15 century by Johannes Gutenberg. It's use at first across Germany and Italy had a significant influence on the popularity of Roman, Blackletter and Cursive typography.

“No other design discipline requires so much learning and training as fontography, and by no other aspect can amateurs be so easily distinguished from professionals. To be font literate, a designer has to study the history and the principles of font design.”

**Dmitry Kirsanov**

*Typographer*

The basics.

**What is the difference between a **typeface** and a **font**?**

A typeface is a family of fonts (such as Helvetica Regular, Helvetica Italic, Helvetica Bold, Helvetica Black, etc.) but a font is one weight or style within a typeface family (such as Helvetica Regular).

**Typeface classifications.** There are many different classifications and sub-classification of western typefaces, but the most common two types are:

**Serif** – these typefaces are the more traditional ones. They are distinguished by a short line or finishing stroke on the end of character strokes and stems (as shown in the anatomy diagram to follow) and;

**Sans-serif** – as the name suggests, these are distinguished by their lack of any Serifs. They became popular in the nineteenth century and are therefore considered modern forms. Standard typeface classifications are as follows:

**Serif** (Minion Pro)

- Old Style (AdobeJensonPro)
- Transitional (ITC New Baskerville)
- Modern (Bodoni)

**Slab Serif** (Clarendon)

**Sans serif** (Myriad)

*Script* (Coronet)

**rac!ifeffet'** (Teutonic No. 1)

***DISPLR*** (LiquidCrystal)

**Monospaced** (Courier)

**+\* 700T** (ITC Zapf Dingbats)  
**(Dingbat)**

**Anatomy.** These are some of the basic elements that make up typographic characters.



d j E e i L N

Ascender Decender Arm Counter Serif Stem Stroke



Cap height B X x-height

## **Kerning and Tracking.**

Kerning is the adjustment of the spacing between individual characters.

KER◀▶NING

Tracking is the spacing between a group of characters.

◀▶T◀▶R◀▶A◀▶C◀▶K◀▶I◀▶N◀▶G

These two are often confused, but the way to remember them is that

**kerning** sounds like kernel, which is an individual object, whereas

**tracking** sounds like a long line of railway tracks which is a group of objects.

**Alignment.** Generally text should be left aligned, simply because we are used to reading that way. Only consider centering or right aligning text if it is a small amount, such as a heading or caption. Also, justifying text (where it has a straight edge on both sides) should be used in moderation too. Too much of it will make a layout look rigid and it can create irregular spacing between words and letters if not crafted carefully.



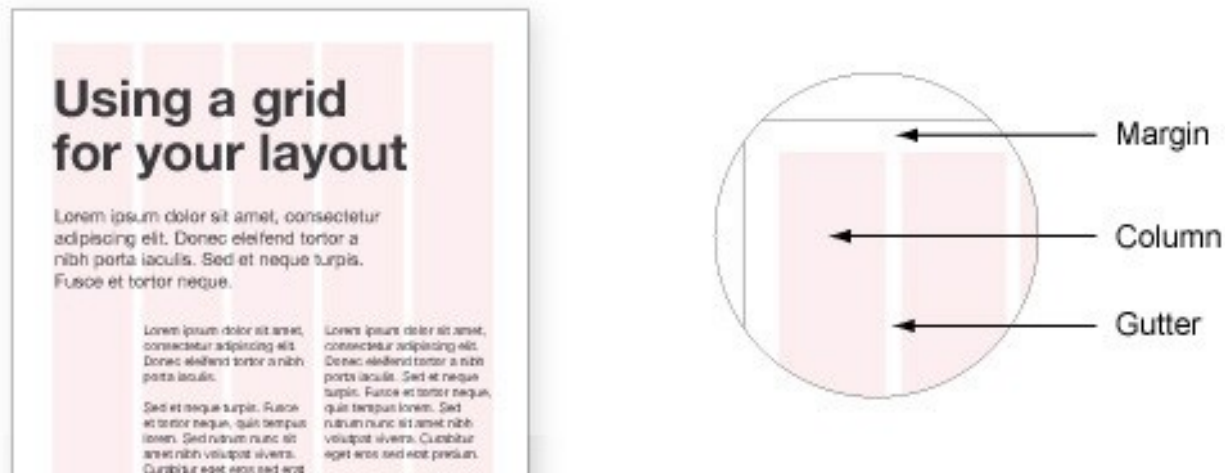
**Measure.** This refers to the length of lines of text in a paragraph or column. Most people tend to just refer to it as column width. Measure is an important thing to get right in typography as it can be crucial to the readability of the text. If the measure is too wide the text may be difficult to read as the eye has to move a lot more after each line is read. If it is too narrow it can also be tiring as the eye is constantly moving back and forth. As a rule there should be no less than 60 characters and no more than 72 characters per line (including the spacing) in body copy.

**Leading.** Vertical line spacing is referred to as leading in typography and print. This is because when printing was mechanical, type was set in blocks and strips of lead were inserted between the lines according to how much space was required. Leading's role in typography is to generate sufficient space between the lines to make it readable.

As with all matters of typography, it is a balance between  
reading comfort and aesthetic style. As a general rule for  
legibility your leading (the space between lines) should  
never be less than the space between your words.



**Grids.** A Grid is a guide by which designers and art directors can organise copy and images in a flexible way. They form the basis of good typographic layout so it's good to get into the habit of using them in your work. Look at examples such as newspaper, magazine or website layouts to see how the type has been positioned and structured. The diagram below is intended to show in a basic way how different pieces of type can be positioned on a grid, and what the main parts of a grid are called.



**Widows and Orphans.** If a single word or very short line is left at the end of a column it is called a **Widow**. Likewise if the same is left at the top of the following column this is called an **Orphan**. They cause distracting shapes in a block of type and are considered poor typography. They can be fixed by reworking the line breaks in the column or by editing the copy.

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Donec eleifend tortor a nibh  
porta iaculis. Sed et neque  
turpis. Fusce et tortor  
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Sed rutrum nunc sit amet  
nibh volutpat viverra.  
Curabitur eget eros sed erat  
pretium convallis ac eu  
**ipsum.**

Widow

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turpis. Fusce et tortor  
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Orphan

**ipsum.**

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**Hierarchy.** This is the term used to describe the variation in typographic elements such as headings and text. Variation in the **SIZES** and **weights** between headings and body text makes the information easier to digest as does position and colour. Hierarchy doesn't have to be in a set order from top to bottom. It should just define the order in which we read or look at things, and signify their importance in terms of communication.

**Rules.** Typography is a highly valued craft. You can only break the rules once you've learnt them.

So how will you learn them?

**Typography is a highly valued craft.** If it interests you collect examples of typography that you admire. It will help and inspire you. You should save examples in a book or folder and categorise them.

Reference everything you can find out about their origin. That could be the typographer/designer/art director responsible for the typographic layout, the design of the original typeface, the date it was created, the country of origin, the publication, what inspired the typeface, etc.

Here are some well known typographers.

**Jonathan Barnbrook** (born 1966) is one of the UK's most active graphic designers. Pioneering the notion of graphic design with a social conscience, Barnbrook makes strong statements about corporate culture, consumerism, war and international politics. Working in both commercial and non-commercial spheres, Barnbrook combines originality, wit, political savvy with bitter irony.

In line with these beliefs, Barnbrook was also influential in setting up the *First Things First Manifesto 2000*.

Since graduating in Graphic Design from Central Saint Martin's School of Art and the Royal College of Art in London, Barnbrook has developed a multifaceted practice which includes graphic design, typeface design and motion graphics. He has worked with clients as diverse as David Bowie, Damien Hirst and the anti-corporate collective *Adbusters*.





**Stefan Sagmeister** (born 1962) formed the New York based Sagmeister Inc. in 1993 and has since designed branding, graphics, and packaging for clients as diverse as the Rolling Stones, HBO, the Guggenheim Museum and Time Warner.



**Jan Tschichold** (born 1902) was a German typographer and author who played a seminal role in the development of 20th-century graphic design and typography. The son of a sign painter, Tschichold trained as a calligrapher and designer at the Leipzig Academy of Graphic Arts and Book Production (1919–21) and then freelanced as a lettering artist and designer.

The 1923 exhibition of the Bauhaus at Weimar introduced him to Modernist design, and he quickly joined the movement, rejecting traditional fonts and symmetrical composition and instead embracing sans-serif typefaces, geometric construction, and asymmetrical composition.

Tschichold moved to the forefront of modern design with *elementare typographie*, a special issue of the trade journal *Typographische Mitteilungen* in 1925, and with his book, *Die neue Typographie* in 1928 which expounded the principles and functional uses of Modernist typography to printers, type compositors, and designers.



# jan tschichold:

## **lichtbildervortrag** **die neue typographie**

am mittwoch, 11. mai 1927, abends 8 uhr, in der aula der graphischen berufsschule,  
pranckhstraße 2, am marsfeld, straßenbahnlinien: 3 (haltestelle hackerbrücke),  
1, 4 und 11 (haltestelle pappenheimstraße) • der vortrag wird von über hundert  
größtenteils mehrfarbigen lichtbildern begleitet, eine diskussion findet nicht statt

**freier eintritt**

veranstalter:  
bildungsverband  
der deutschen  
buchdrucker  
ortsgruppe  
münchen  
vorsitzender:  
j. lehnacker  
münchen  
fröttmaninger-  
straße 14 c

**David Carson** (born 1954) is an American graphic designer, art director and surfer. He is best known for his innovative magazine design and use of experimental typography. His boundary-breaking typography in the 1990s *Ray Gun* magazine ushered in a new vision of type and page design. It broke the traditional mold of type on a page. Carson believes that letters on a page are art.

# IN LONDON, EVERY OTHER TAXI DRIVER SEEMS TO CONSIST OF QUASI-ANARCHISTS FOR WHOM A MOVEMENT THAT ESCHEWED PROFICIENCY WAS THE BEST BET. DATED PARODIES OF THE POST-LIBERATION PHENOMENON THAT IS THE HARING ROCK S

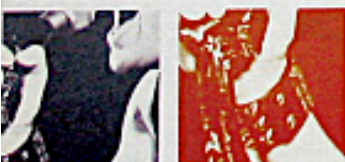
REALLY DESPERATE BANDS, FOR THE GETTING A PROPER GROWTH-UP JOB was too DIFFICULT A

or DO IT SPECIALLY LOS WE NEITHER IN NG B OT C AT EAR



peter  
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talks to  
pete shel  
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and glen  
matlock S  
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TOLS, RICH  
KIDS

It was ironically here in the States, 20 years ago, that the New York Dolls looked off a casual chain that took in the New York Dolls. Marlon McCann's attempt to modify the Dolls' formula and sell it to a British market, and every single punk, new wave and Oi! outfit that followed in their wake. The irony, of course, is that it's taken mainstream America this long to discover the "Teen Spirit" that at its core, punk rock embodied in wild, war-worn, glue-spliffing splendor. Even more ironically, in Britain where punk passed its meekest rebirth over the continent for the best part of four years, punk has long since become a byword for bubble



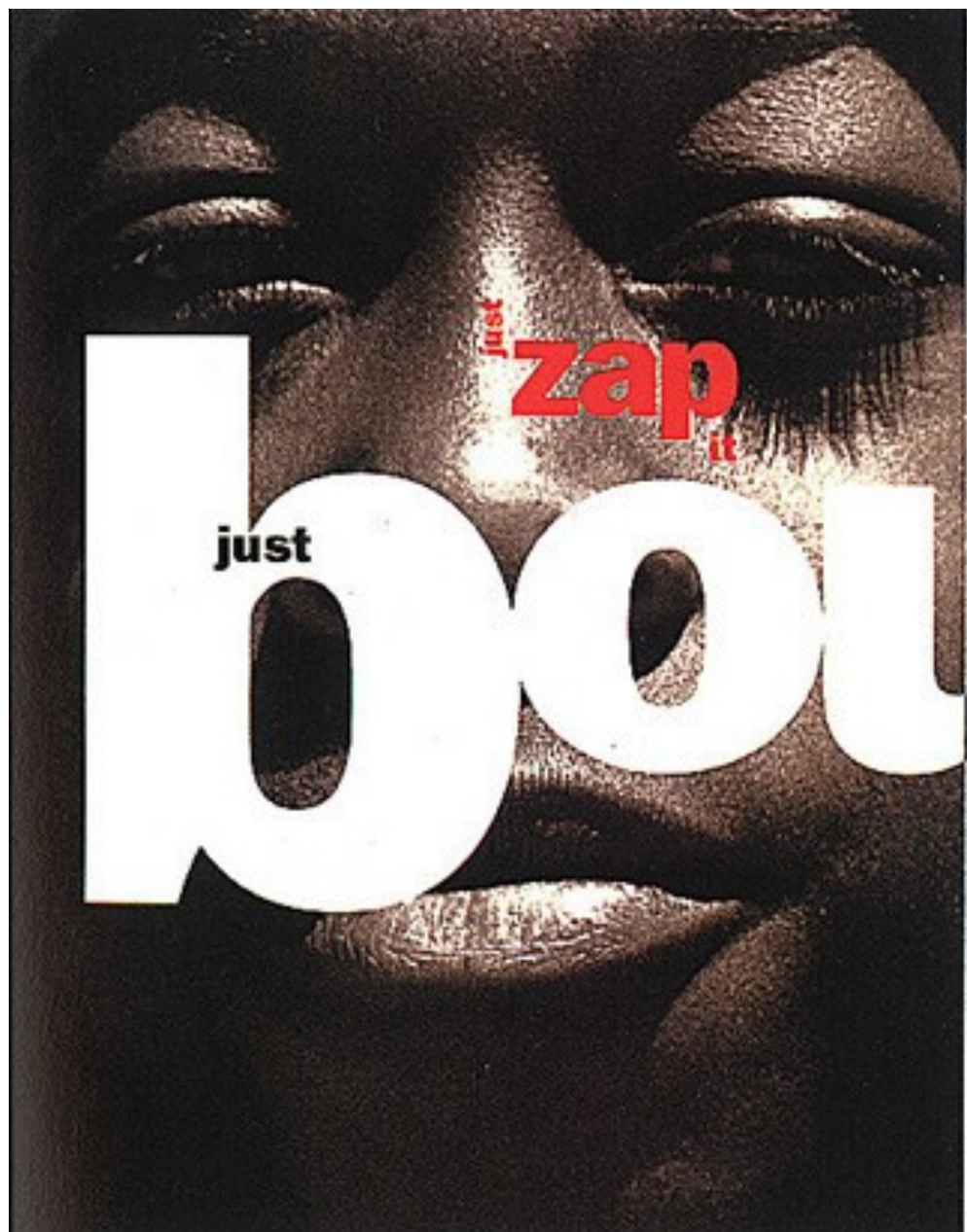
musical  
performance and required social  
skills.  
Perhaps it's precisely the bubble that one  
inevitably undergoes for not being able  
to live up to such an innovative post

where



are  
the best  
punks

**Inspiration.** You don't have to look far to find even more beautiful examples of well crafted typography.



just slant



just

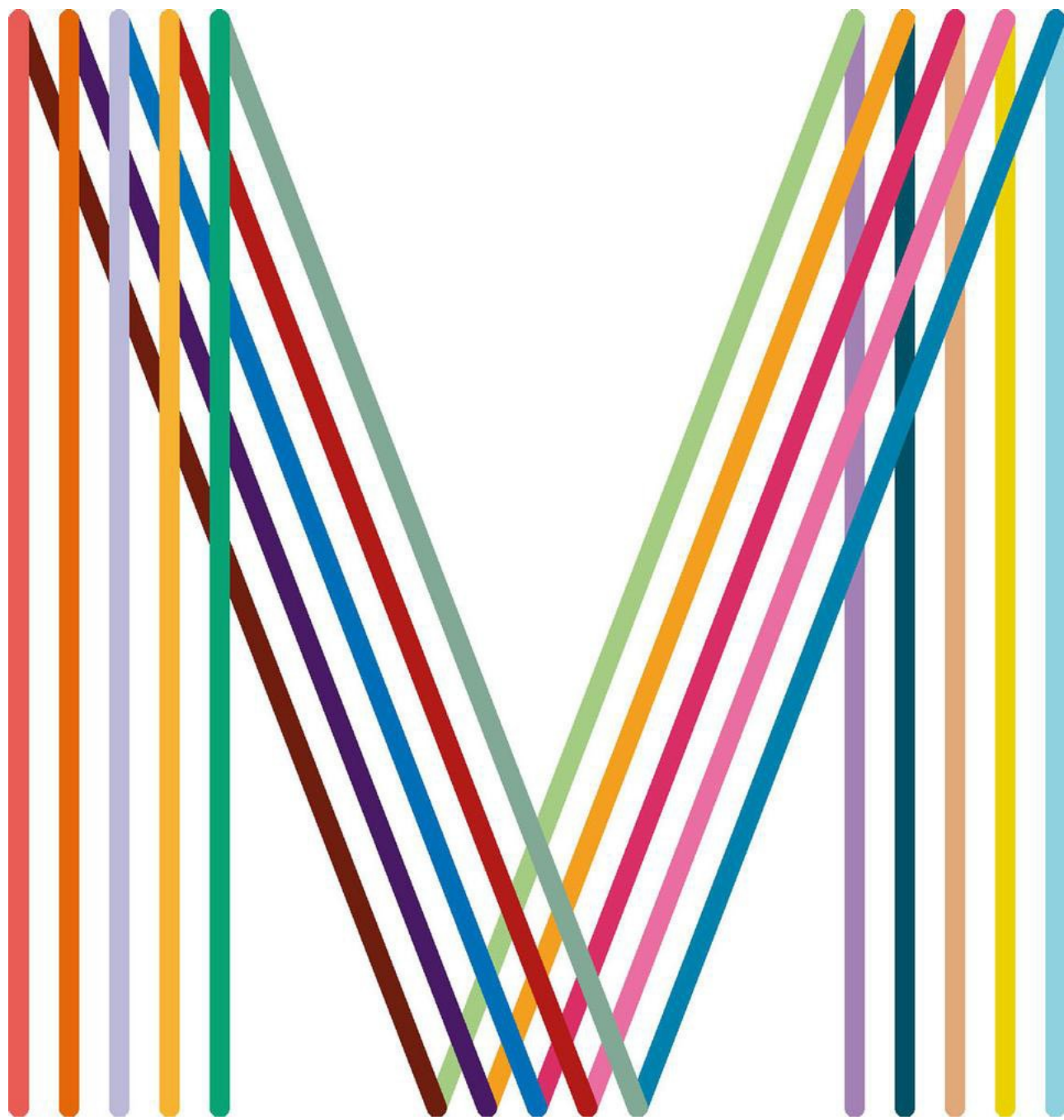
just it



smash



just do it



substructure

A

## GATHERING OF SWANS

*From the journal of a Mr. Patrick Convey, aged 17, during the course of a visit to Bruges in the year 1800: "Sat on the stone wall and observed a gathering of swans, an aloof armada, coast around the curves of the canal and merge with the twilight, their feathers floating away over the water like the trailing hems of snowy ball-gowns. I was reminded of beautiful women; I thought of Mlle. de V., and experienced a cold exquisite spasm, a chill, as though I had heard a poem spoken, fine music rendered. A beautiful woman, beautifully elegant, impresses us as art does, changes the weather of our spirit; and that, is that a frivolous matter? I think not."*

*The intercontinental corey of swans drifting across our pages boasts a pair of cygnets, fledglings of the prettiest promise who may one day lead the flock. However, as is generally conceded, a beautiful girl of twelve or twenty, while she may merit attention, does not deserve admiration. Reserve that laurel for decades hence when, if she has*





**ANHALTISCHER  
KUNSTVEREIN  
JOHANNISSTR. 13**

**GEMÄLDE AQUARELLE**

# KANDINSKY

**JUBILÄUMS-AUSSTELLUNG**

**60.**  
GEBURTSTAG

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CHICAGO

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ፎክሎር<sup>TM</sup>

Where is your Love here?  
Love? Love? Love?  
Come On Baby

**10**



## Mark Putnam

*"I like to clear my mind in the middle of nowhere. The Kimberly in north-west Australia has the most beautiful scenery and the highest stars."*

*Mark was once bitten by a pink-eating white tail spider, but fortunately lived to tell the tale.*

Mark joined Markit in 2011 with the acquisition of Quix, and is a Director with Markit Analytics in Singapore. He quickly made his mark by securing several high value multi-year deals later the same year, which resulted in a new team being set up in Australia. "These were high profile transactions and the entire team was focused on closing them but we managed it. And as a result, we put Analytics on the map in South Asia."

Mark grew up in Sydney in Australia and worked in London and New York in his previous career as a banker. "This is a 'can do' company, with short lines of communication to the top," says Mark. "I'm a big admirer of Lance, and I'm not saying that just because he's CEO. He's a great strategic thinker, but never gets too far away from the core of the business to know what's really going on at the coal face. He has a great 'bullshit' meter as well. That kind of attitude filters down through the company."

Mark's previously worked at big and small banks and consultancy firms, but what he finds refreshingly different about Markit is the way it operates like a small company in its approach and strategy, but underpins this with the might of a big company.

*"I have thoroughly enjoyed our professional relationship, but I do not regard the Wall Street on Demand (Markit) relationship as merely a 3rd party provider, but as a true collaborative partnership and I sincerely hope this continues to be the case"*

THOMAS REYNOLDS

3

*"I've been enjoying your insightful commentary on the sovereign debt crisis over the past few months and especially like your succinct ideas."*

JOHN WAT

*"Totem truly is the best data product I've seen in years and would pay a fortune for it."*

ANDREW

3

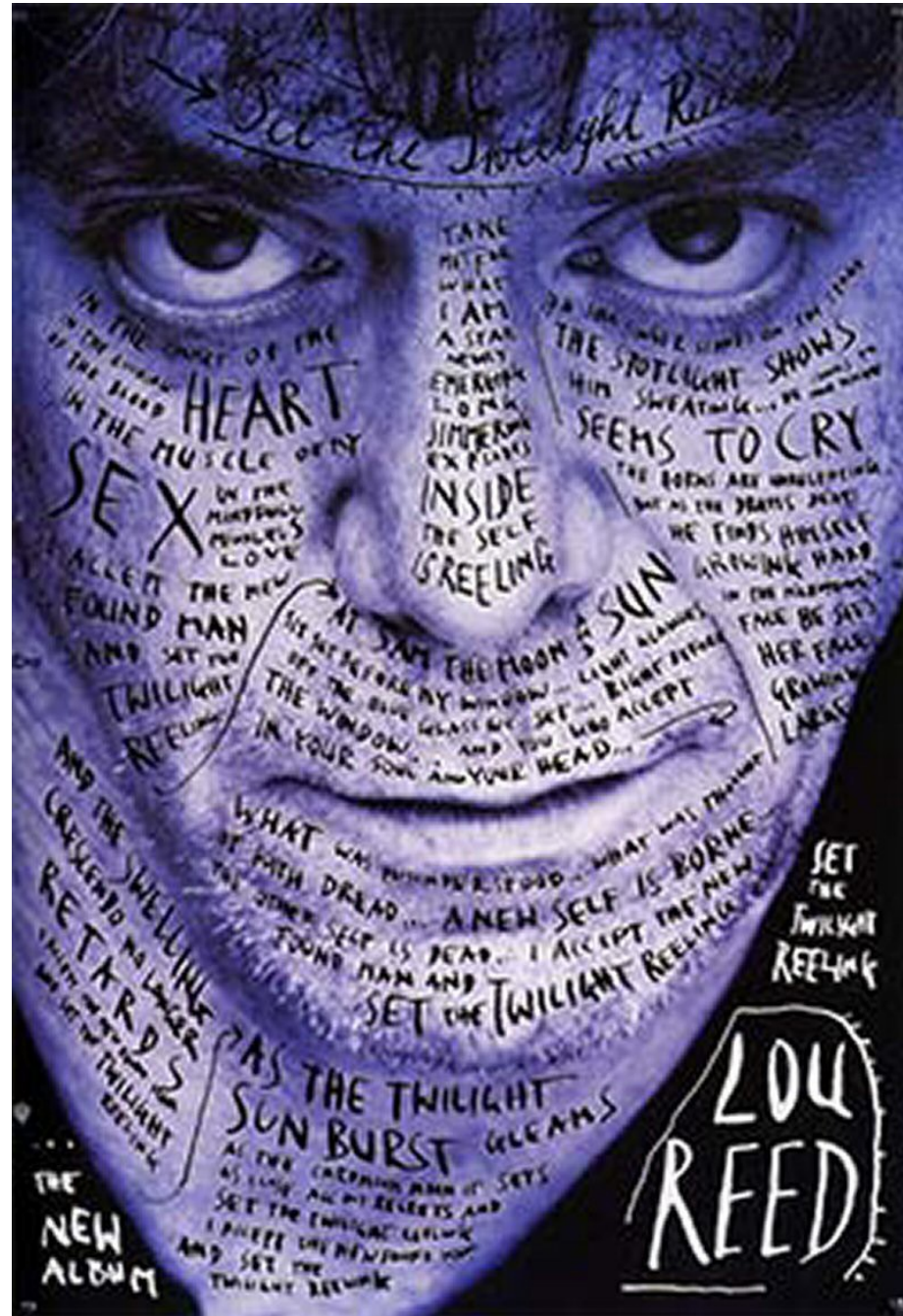
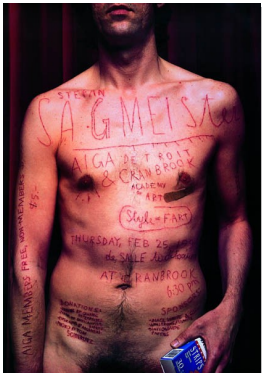
*"By employing these actions and quality of assurance techniques, we can be comfortable that the consensus prices provided at month end by Totem are of a superior nature than the other sources we reviewed."*

ANNEKE GUYER/Global Investment and Banking

**Adopt a Grade Level/ Adopt-a-Family/ Angel Tree/ Bain Capital Children Charity/ Boulder Blood Drive/ Bridge Academy/ Camp Clio/ Cancer Research/ Cystic Fibrosis Trust/ Daily Bread Food Bank/ Family Learning Center/ Frontier College's SCRABBLE® Corporate Challenge/ Hackney Food Bank/ Honeyopot Children's Charity/ JPM Challenge/ Limelight Sports/ Macmillan Cancer Support/ Magic Wand Foundation/ Markit Sandy Relief/ Mencap/ Movember/ MTV Staying Alive/ North Texas**

**Food Bank/ Operation Smile/ Ovarian Cancer Action/ Reality Gives/ Richardson Corporate Challenge/ Rockaway Beach School Supplies/ Salvation Army/ Sanctuary Ministries of Toronto/ Sanctuary Shelter/ Smile Train/ St Baldricks/ Standard Chartered Great City Race/ The Abraham Joshua Heschel School/ The American Red Cross/ The Manna Day Centre/ The Print Room/ The Special Yoga Centre/ There With Care/ Tree of Hope Children's Charity/ UNICEF/ Vision of Hope/ Wear it pink/ Whizz-Kidz/ Young Vic/ Zancog**





To help organization  
to express themselves  
in their own particular way  
for the benefit of anyone  
with whom they're involved.  
And do this in a way that  
brings value to everyone  
and to the world that we



Platz 4 in der Weltrangliste

Team-Weltmeisterin 2010

30 Stunden Training pro Woche

SIE IST JURISTIN

HR FREUND RETO HUG IST EBENFALLS  
TRIATHLET UND STARTET AUCH IN LONDON



geb. am 7. Feb. 1982 in Winkel, Kanton Zürich

Triathletin

30 Jahre

1,66 m 52 kg

Europameisterin  
2009, 2010, 2012

OLYMPISCHE DISTANZ:  
1,5 km SCHWIMMEN,  
40 km RADFAHREN,  
10 km LAUFEN

Triathlon entstand Ende der 30er Jahre in den USA

1978 der erste Ironman auf Hawaii

Nicola Spirig



## THE EDITORIAL

An accepted portal for spouting nonsense.

Welcome then my wired up cherubs to the 4th edition of Popshot. In the interest of progression and evolution, we've added, taken away and changed a few things around for this issue which in our stupidly biased opinion, is a vast improvement. It may be cliché, but upon reflection of the hundreds of collective hours that went into making this issue, we reckon it's our finest yet with the standard of poetry and illustration taking a rather considerable leap into the canyon of excellence. Naturally, outrageous statements such as these are entirely objective due to the openly interpretive nature of both poetry and illustration, but we hope that on some level you'll agree.

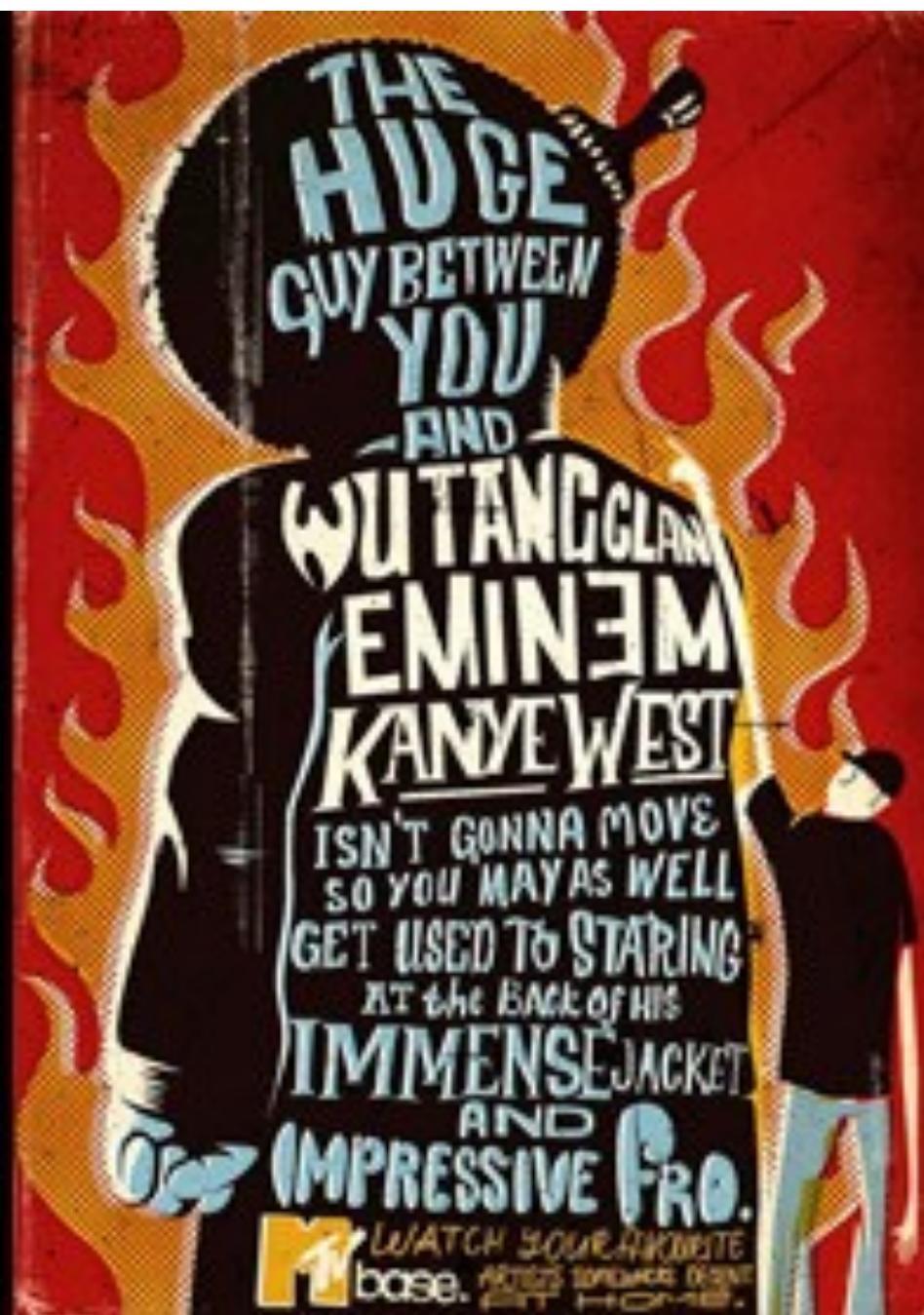
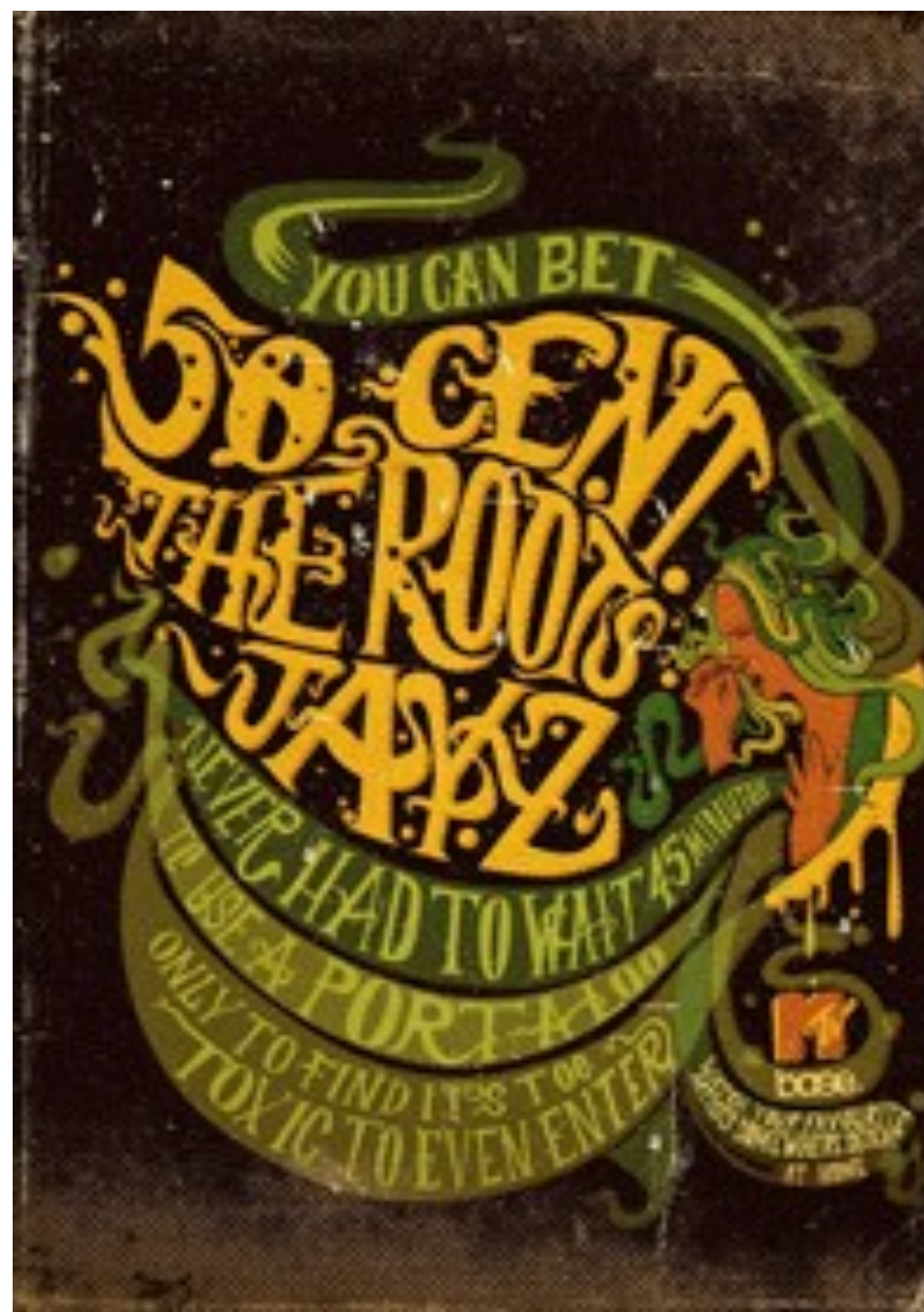
We've also treated you to a series of interviews with some genuinely influential wordsmiths and mark makers, to offer you an insight into their working processes and to hear their opinions on the state of both poetry and illustration today. If gentle voyeurism is your thing, you might want to listen in and learn from some of the hardest working and talented souls in the industry.

As advised in previous issues, this magazine doesn't benefit from being skim read - it's no gossip magazine. Should you possess the freedom, pop yourself up against your favourite radiator or on your most adored train route and allow the biro markings and pencil scratchings of some of our most talented contemporary poets and illustrators to wash over you. As always, we would love to hear what you think of the magazine, so should you find the inspiration, please drop a few well chosen words to [hello@popshotpopshot.com](mailto:hello@popshotpopshot.com).

Thanks for reading and enjoy the magazine.

Support your local poet.

# POETRY. IT'S NOT JUST FOR FUNERAL READINGS.



**Some useful websites:**

[monotype.com](http://monotype.com)

[typocircle.com](http://typocircle.com)

[atypi.org](http://atypi.org)

Final two lectures:

**Student Explorative  
Research Presentations**

**Wednesday 2<sup>nd</sup> June, 2021**

**Friday 4<sup>th</sup> June, 2021**