

Abstract

This book sings the praises of the shift worker and solo entertainer of typefaces, of its forgotten creator and all those who have contributed to its unparalleled international march of triumph over the past forty years. The designs gathered together here in honor of Helvetica have been created by superb designers and anonymous amateurs from all over the world. They present a unique panoply of this icon of modern design. Helvetica is not only the preferred typeface of leading professionals, it is also an all-time favorite among the multitude of codes and signals and commands that enliven urban life. Helvetica is the perfume of the city.