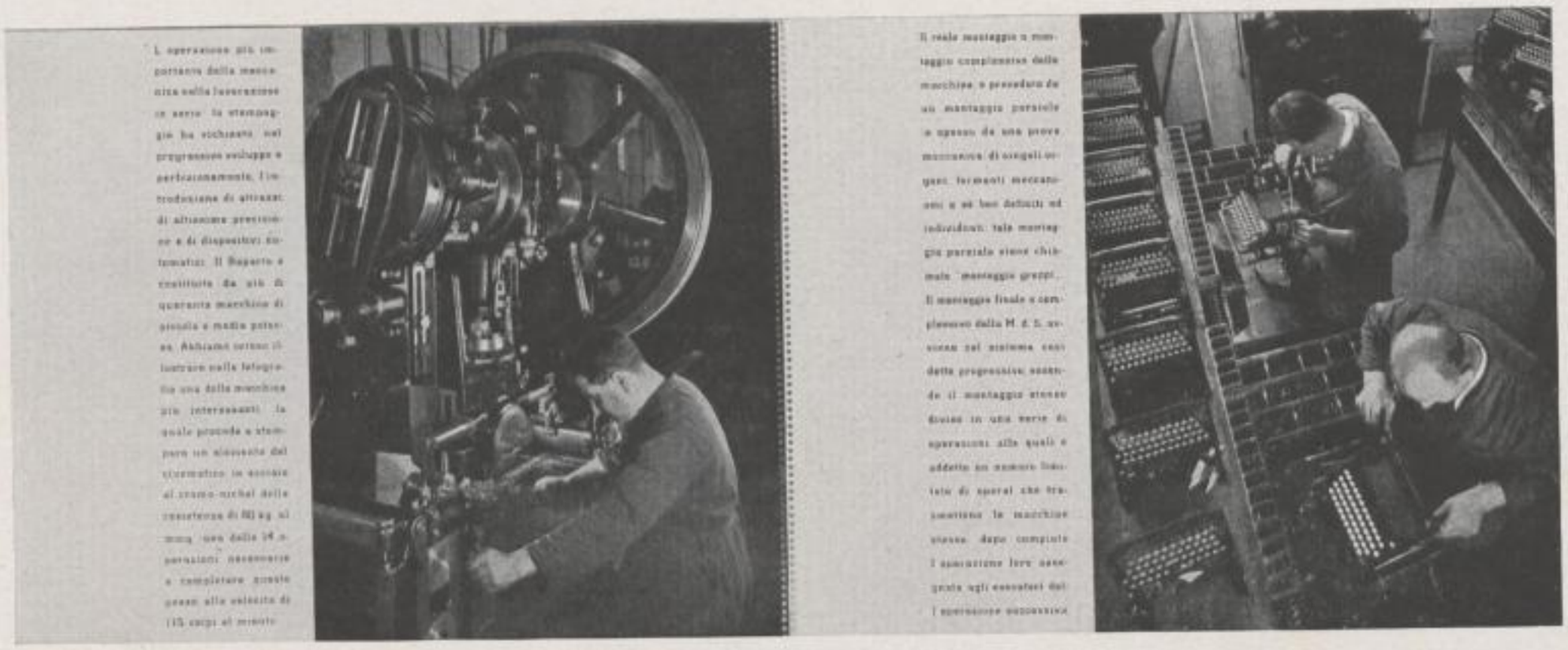

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catalogue of motor cars in romantic style or in that of a missal. Italian typography is now generally architectural in style, which is clearly expressed in the forms of script, the arrangement of the space, and the entire constructive work.

The natural appreciation of the Italian genius for balance and moderation leaves no room for an extremely plastic style of expression, and even in the treatment of figures there is an obvious endeavour to remain in a strictly graphic atmosphere, which finds expression, for instance, in a preference for photography as against sketches, or in providing stimuli by abstract plastic work and not by picturesque impressionism.

This undeniable architectural trend is, however, proof of typographical vitality, and, especially, an intelligent interpretation of the traditions of the Italian Renaissance and of Bodoni's style. Translated by W. L. Campbell

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