Ralph Burkhardt

HOTCH POTCH

Lexicon of (un)useful
creative knowledge

1 *a collection containing a variety of sorts of things.*

2 *a thick soup or stew of vegetables or meat.*

These two definitions are from the Oxford Dictionary when you look up the word Hotchpotch and I am still not sure which one I prefer most. After collecting all those facts and anecdotes this book feels like a medley of favourite songs/facts, that you want to recommend/tell your friends. Just skip through, jump from one topic to another, get inspired by the connections that occur on a spread and dig deeper when something caught your attention. The selection is arbitrary and intended at the same time. Sometimes it's just a certain word that sounds remarkable and worth to remember.

Hotchpotch is organised like a dictionary, but with creative knowledge. Therefore the collection of facts in this book is limited and not anywhere close to an extensive compendium. Hotchpotch doesn't demand integrity which isn't possible anyway. Knowledge, whether it is useful or unuseful, keeps evolving and new facts and anecdotes pop up any second. Hotchpotch is more of a frozen extract of "creative facts" and I apologize for anyone or anything not included.

All informations in Hotchpotch are checked to the best of my belief, so let me know if something is missing or an incorrect year has made its way into the book. The input of you, the reader is more than welcome and you are allowed to contact me anytime.

After all, I would especially like to thank BIS Publishers and all people who made this book possible and granted me the rights to use a certain picture. A special thanks goes to Lance Wyman, April Greiman and particularly George Lois who was so kind to write his own entry.

And now have fun browsing through Hotchpotch!

Ralph Burkhardt
Germany, 2017

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Steve Averill
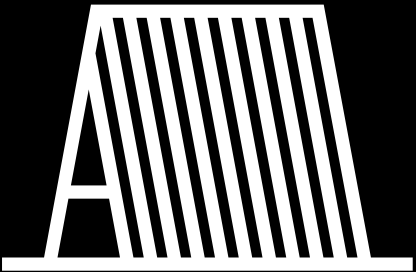
Bitmap

describe 1 byte which for example can contain actual characters or colour information.

Bitmap A series of bits that forms a structure representing a graphic image. The colour of each pixel is individually defined.

Bitstream Inc. logo.

Bitstream Inc. was the first type foundry dedicated entirely to digital type. It was founded by Matthew Carter and Mike Parker in 1981.

Black Flag Logo, 1976. Design: Raymond Ginn.

Black Flag was an American punk rock band formed in 1976. Their minimalist logo was as brutal and uncompromising as their sound. The strong four-bar design by Raymond Ginn was a hit amongst Los Angeles teens, who made it popular in the graffiti scene. The logo was inspired by the reversal of a white flag.

Blackletter

Blackletter, also known as Gothic script, Gothic minuscule, or Textura.

Blackletter was a Gothic script used throughout Western Europe from the 12th to the 15th century for copying manuscripts and in certain early printing processes. It continued to be used for the German language until the 20th century.

Blackspot Sneaker, 2004. © Adbusters.

Blackspot Sneaker, the is a sneaker produced by Adbusters, an anti-consumption organization, founded in Canada. It comes in black or red and features a 100% organic hemp upper and hand drawn logo (the so called anti-logo). The Blackspot Sneaker should serve as an example to prove that running an ethical, environmentally responsible business is possible.

Blase, Karl-Oskar Blase is not only known for his stamp design and being the graphical director for documenta, he also erected his own monument during his lifetime. The monument is over two

Dot Dot Dot is a magazine of visual culture produced and edited by graphic designers Stuart Bailey and Peter Bil'ak.

Dot Gain When the ink hits the paper, it is absorbed and it somewhat spreads out.

DOT pictograms, the are a set of 50 pictograms. In 1974, the US Department of Transportation (DOT) recognized the need of a standardized visual language for foreign tourists. They commissioned the American Institute of Graphic Arts (AIGA) to produce a comprehensive set of pictograms that can be used by anyone for any purpose, without any licensing issues.

DOT pictograms. Design: Roger Cook and Don Shanosky.

Double Page Spread A double page spread is a layout that extends across two pages.

Double-Truck is a term that refers to a pair of facing pages, usually in a newspaper or magazine with content that stretches over both pages.

Doyle, Christopher The Sydney-based designer has obviously done too many identity projects when he decided to create a set of guidelines for himself, containing colour palettes, clearance space, Do's and Don'ts and so on.

DPI (Dots Per Inch) A term to describe the measure of sharpness within an image.

Tea set, 1879. Design: Christopher Dresser.

Dresser, Christopher was a Scottish designer and design theorist. Associated with the Aesthetic Movement in the second half of the nineteenth century, Dresser is considered the first industrial designer. Some of his metalwork designs are still manufactured by Alessi and Alberto Alessi goes so far as to say Dresser "knew the techniques of metal production better than any designer who has come to Alessi".

Dreyfuss, Henry The US designer cleverly suggested placing weights in alarm clocks he had devised to enhance the impression of great value they conveyed.

Duotone picture.

Drop Shadow is a visual effect added to an image to give the im-

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also be found on the external skin of Apollo 10.

Exclamation mark The English town of Westward Ho!, named after the novel by Charles Kingsley, is the only place name in the United Kingdom that officially contains an exclamation mark. There is a town in Quebec called Saint-Louis-du-Ha! Ha!, which is spelled with two exclamation marks. The city of Hamilton, Ohio, changed its name to Hamilton! in 1986. The city of Ostrava, Czech Republic, even changed its logotype to Ostrava!!! in 2008.

Exlibris A bookplate, also known as ex-librs (Latin: "from the books of …"), is usually a small print or decorative label pasted into a book, often on the inside front cover, to indicate its owner. Simple typographical bookplates are termed "book labels".

Experimental Jetset's iconic "Helvetica List" Shirt.

Experimental Jetset is an Amsterdam design studio who were the first ones to use the meanwhile well-known "Helvetica List" style. Their John & Paul & Ringo & George shirt from 2001 became an iconic and many times copied piece of streetwear. The fact that they used an ampersand ("&") after each name had a purely formal reason. This way, the list of names looked more even.

Expert font An additional font designed to accompany a standard font, providing a range of characters like small capitals, ligatures, old-style figures, etc.

Extenders.

Extenders The part of a letter which extends above the mid line, such as "b" or "d".

Eye The right eye perceives colours differently than the left. Reason: The optical signals of the right eye are processed in the left brain where the Language Centre operates. By unconscious language associations greenish blues and bluish greens are distinguished much more quickly in the left margin of our visual field than in the right.
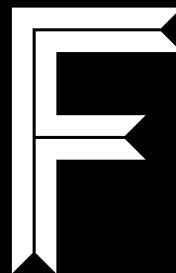
Facsimile A reproduction of an old book, manuscript, map, art print or other item that is as true to the original source as possible.

Fagen, Donald American singer (Steely Dan) who confessed in the song "New Frontier" on his solo CD The Nightfly that he desired to study design: "Well, I can't wait till I move to the city / Till I finally make up my mind / To learn design and study overseas."

Fairey, Shepard is an American contemporary street artist, illustrator and activist who became widely known for his Barack Obama "Hope" poster in 2008. He is also the founder of OBEY Clothing who emerged from the skateboarding scene.

False Friend False friends are words in two languages (or letters in two alphabets) that look or sound similar, but differ significantly in meaning. An example is the English embarrassed and the Spanish embarazada (which means pregnant).

Family of Man, the is the most successful photography post-war exhibition of all time. First installed in 1955 at the Museum of Modern Art, New York, it went on to tour the world and has been visited by more than 10 million people. The exhibition was curated by Edward Steichen, the director of the MOMA's Department of Photography. After two world wars it was his aim to promote world peace and equality. He collected 503 photographs, taken by 273 different (often unknown) photographers, and grouped them by theme. "The exhibition was meant to be understood around the world without the need

for words" says Anke Reitz, conservator of The Family of Man in Luxembourg, where the collection has been installed since 1994.

ABCDEFGHIJKLM NOPQRSTUVWXYZ

Example of a Fat Face Type:
Gravitas One. Design: Sorkin Type.

Fat Faces are very heavy advertising typefaces that are related to Didone types but much bolder. Around 1803 Robert Thorne, who was also responsible for coining the term Egyptian to describe what is generally known today as the Slab Serif, designed the first Fat Face.

Faux bold is a typeface that is set to bold even though a true bold version does not exist in the standard set.

Features of Letters
No Arcs … AEFHIKLMNTVWXYZ
No straight lines ………….. COS
Sym (horiz) ……… BCDEHIKOX
Sym (vert) ……. AHIMOTUVWXY
Roman numerals ……. CDILMVX
Morse code (Points only) ….. EHIS
Morse code (Strokes only) …. MOT
Same look on head …… HINOSXZ

Federalist flag, the The federalist flag, also known as the Flag of the European Movement, is a flag commonly used up to the adoption of the European flag with the ring of twelve stars. It is speculated that the man most likely to have proposed it was Duncan Sandys, British Conservative and the son-in-law of Winston Churchill.

FedEx The FedEx logo was created in 1994 by Lindon Leader. FedEx is a syllabic abbreviation of

the company's original name: Federal Express. At first glance the logo seems pretty simple until the detail discovered: a right-pointing arrow located in the negative space between the "E" and "X", which stands for forward movement and thinking.

FedEx logo, 1994. Design: Lindon Leader.

Fehlbaum, Rolf is well-known as the Chairman Emeritus and active Member of the Board of Directors of Vitra, a family-owned furniture company. Only a few people know that he completed his academic studies in 1967 with a doctoral thesis, written under the supervision of Edgar Salin, on the topic of Saint-Simonism.
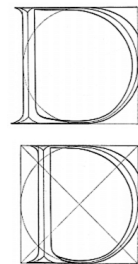
Feliciano's design for the letter D from his Alphabetum Romanum, 1463.

Feliciano, Felice was an Italian calligrapher living in the 15th century. He was the first to geometri-

cally recreate the Roman inscriptions.

Fella, Ed American graphic designer, artist and AIGA Medalist Ed Fella was a late starter. He received his Master of Fine Arts in design at Cranbrook Academy of Art, at age 47.

The Federalist flag consists of a large green "E" upon a white field.

Fetter, William was an American graphic designer who was the first to create a human figure as a 3D model, called "The First Man". The First Man was a pilot in a short computer animation from 1964. Fetter also helped to coin the term "Computer graphics".

Finial.

Finial A finial is a curved end.

Fischer, Volker The Curator of Design at the Frankfurt Museum of Applied Art used to rhyme in his opening speeches. For the exhibition "Ornament and Promise", for instance, was opened by Fischer with the rhyme: "Character's a surface matter, asceticism e'er spoils the latter."

Häberli, Alfredo

Häberli, Alfredo is a Swiss product designer who worked for companies like Zanotta or Iittala. In 2003 he advertised Windsor Clothing alongside Danish super-model Helena Christensen. The idea to feature Häberli came from design studio Achermann.

Haeckel, Ernst was not only a zoologist but also an accomplished artist and illustrator, who inspired a lot of product designers, especially the Art Nouveau Movement with his colourful "Art forms of Nature" of 1904.

Haiku is a very short form of Japanese poetry which consists of 17 syllables in three phrases of 5, 7, and 5 on respectively. In Japanese, haiku are traditionally printed in a single vertical line while haiku in English often appear in three lines to parallel the three phrases of Japanese haiku.

Hairline The thin strokes of a serif typeface or the thinnest possible line that can be reproduced.

Half title The title of a book printed at the top of the first page of the text or on a full page preceding the main title page. The half title is usually counted as the very first page in a printed book.

Halftone is the reprographic technique that simulates continuous tone imagery through the use of dots, varying either in size or in spacing, thus generating a gradient like effect. "Halftone" can also be used to refer specifically to the image that is produced by this process.

Halloween, Örni Under this pseudonym Ernesto Gismondi designs lighting for its Italian company Artemide in 1958.
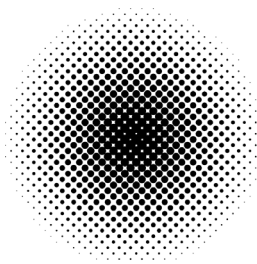
Halftone Circle.

Hamilton, Richard From the mid-1960s, the British artist Richard Hamilton was represented by art dealer Robert Fraser, who recommended Hamilton's work to Paul McCartney. They became friends resulting in him producing the cover design and poster collage for the Beatles' White Album. The white surface bearing the blind-embossed name of the band and with a serial number printed on it was a reaction by Hamilton to the work of his colleague Peter Blake, who had devised the jam-packed cover of the precursor album Sgt. Pepper.

Han characters are ideographic characters used in the writing of Chinese and some other Asian languages.

Harrison, Christopher Guy is a British luxury furniture designer, who patented one of his designs: the iconic Chris-X (pronounced kris-krôs) leg design. The chair was inspired by "The corseted waist-line of Scarlett O'hara in Gone with the Wind and the crossed legs of a ballerina", Harrison explained.

Hawaii The Hawaiian alphabet has only 12 letters: a, e, i, o, u, p, k, m, n, w, l and h.

Sea anemones. Ernst Haeckel's Art forms of Nature, 1904.

Boudoir chair with Chis-X legs, 1960. Design: Christopher Guy Harrison.

Heartfield, John was a German artist and designer who designed book jackets and stage sets for Bertolt Brecht and Erwin Piscator. Heartfield, formerly known as Helmut Herzfeld, was the first to produce photomontages, especially political ones during the 1930s and 1940s.

Heartfield's "The Hand has 5 Fingers", 1928. Attribution: Bundesarchiv, 102-05929/CC-BY-SA 3.0.

Heizölrückstoßabdämpfung is the longest German isogram (no letter repeats) that makes any sense. See page 84 to know what it means.

Helvetica is one of the most popular typefaces of the 20th century. Originally named Neue Haas Grotesk (New Haas Grotesque), it was rapidly licensed by Linotype and renamed Helvetica, being similar to the Latin adjective for Switzerland, Helvetia.

Helvetica Bold Typeface.

Henrion, Frederick Henri Kay was a German graphic designer, known first for his wartime posters and exhibitions for the Ministry of Information during the War, he later became one of the founding fathers of modern corporate identity. His clients included: British European Airways, KLM London Electricity Board and The National Theatre, just to name a few.

KLM logo, 1961. Design: F.H.K. Henrion.

Hergé Georges Prosper Remi alias Hergé was a Belgian cartoonist. He is best known for creating "The Adventures of Tintin", the series of comic albums which are considered one of the most popular European comics of the 20th century. Less known is that he again and again referred to contemporary design in his "Adventures of Tintin". In the episode "Tintin in Tibet" Professor Calculus sits on a chair entitled "Visiteur", which Jean Prouvé designed in 1941.

Métropole Visiteur FV 12 armchair, 1948. © Ateliers Jean Prouvé.

Hexachrome A six-colour printing process designed by Pantone Inc., that uses six primary colours (cyan, magenta, yellow, orange, green, and black) to simulate a full range of colours. The hexachrome process was discontinued by Pantone in 2008.

Hickey A spot in printing caused by dirt or hardened specks of ink. A hickey is also called a bulls eye or a fish eye.

Highway Gothic is a set of sans-serif typefaces developed by the United States Federal Highway Administration. It was released in 1948 and is used for road sig-

nage in the US, Canada, Turkey, Mexico, Australia, Norway, Spain, Venezuela, the Netherlands, Brazil, Chile, China, Taiwan, Malaysia, Indonesia, India, Mongolia, Ecuador and New Zealand, and some signs in Saudi Arabia, when written in English. Based on Highway Gothic, Tobias Frere-Jones designed Interstate.

Hilton, James is an English designer who co-founded the creative agency AKQA and the product design company AtelierStrange. As a pioneer in design and creativity, Hilton has collected several global awards and is also an executive member of The International Academy of Digital Arts and Sciences. IADAS is an international organization founded in 1998 whose members include David Bowie, Francis Ford Coppola and Richard Branson, just to name a few.

United States Federal Highway Sign.

Hipgnosis was an English art design group based in London that specialised in creating record covers for notable rock bands, including Pink Floyd, Led Zeppelin, AC/DC, Def Leppard, Genesis, Peter Gabriel, The Police and many more. Their style is best described as "hypnotic" and "futuristic" at the same time. Hipgnosis

Mackmurdo, Arthur Heygate was an English architect and designer, who had a big influence on the Arts and Crafts Movement. Nikolaus Pevsner, a scholar of history of art, described Mackmurdo's use of foliage twisted into sinuous curves on the title page of the designer's own Wren's City Churches (1883) as "the first work of art nouveau which can be traced".

**Madison Avenue** is not only a street in Manhattan but was also a centre of American advertising in the 1960s.

Bookcover of Arthur Mackmurdo, Wren's City Churches, 1883.

Magazine 66% of all magazines, which are discarded along US highways, are pornographic.

Magenta is one of the four colours of ink used in colour printing and by an inkjet printer, along with cyan, yellow, and black. Magenta is named after a small Italian town, where the Battle of Magenta between France and Austria happened in 1859. To celebrate the vic-tory, the French named the colour that had been invented that same year after the city. The web colour magenta is also called fuchsia.

Malevich, Kazimir was a Russian painter and art theoretician who became famous for his "Black square" paintings. Less known is that in 1911 Malevich designed the packaging and label for an Eau de Cologne called Severny, produced by Brocard & Co.
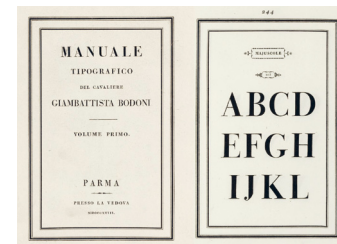
Manuale Typografico, 1817.

Maloof, Sam was an American furniture designer who is perhaps most famous for his sculptural yet also very ergonomic chair design. His favourite material was wood, that's why People magazine named him "The Hemingway of Hardwood".

Manuale Typografico also known as the Typographic Manual of Giambattista Bodoni is the greatest monument ever made to the art of printing from metal types. The two-volume Manual was released in 1817 in a print run of only 250 copies and includes 142 alphabets and the corresponding italics, script fonts and ornaments.

Mari, Enzo is an Italian artist and furniture designer. In 1974, he wrote the book "Autoprogettazi-

one", which deals around the Do It Yourself construction of furniture.

Cadira Garriri, 1987 Javier Mariscal (1950). Donació Akaba SA, 1999. © Estudio Rafael Vargas.

Mariscal, Javier is a Spanish artist and designer who is probably best known for transforming Mickey Mouse into a chair.

Mason is a font from Jonathan Barnbrook who originally wanted to name it Manson, after the insane 1960s serial killer.

Masthead also known as imprint is a printed list of its owners, departments, officers and address details, published in a fixed position in each edition.

Mason, designed by Jonathan Barnbrook in 1993. © Emigre.

World War II poster, 1941. Design: Herbert Matter.

Matter, Herbert was a Swiss-born American photographer and graphic designer. He is known for his pioneering use of photomontage in commercial art.

Matrix also known as Mat, was a copper mould of an image or a glyph. In phototypesetting, a matrix is a negative image of a character on a font disk.

MAYA is an acronym that stands for "Most Advanced, Yet Acceptable". It was coined by Raymond Loewy and became maxim for his design work.

McElroy, N. Hosler had been president of Procter & Gamble, an American consumer goods company. In 1931, McElroy was the first one to laid out the principles of modern brand management. He argued that companies should have a separate marketing team to each individual product brand.

Mead, Syd The US designer was initially asked to draw the flying police scooters for the movie Blade Runner, but the architectural background in his drawing prompted Ridley Scott to bring him on board for the designs of all the sets.

Meggs, Philip Baxter was one of the first educators to create an overview of the history of graphic design that went beyond the 19th and 20th centuries. His book History of Graphic Design is a definitive, standard read for the study of graphic design.

Mellor, David was an English designer and manufacturer who has been described as "Britain's greatest post-war product designer". He specialised in cutlery, to such an extent that he was often referred to as "the cutlery king".

Various objects of the Memphis Group.

Memphis Group, the was an Italian design and architecture group founded in Milan by Ettore Sottsass in 1981 that designed Postmodern furniture, fabrics, ceramics, glass and metal objects. The name was taken after the Bob Dylan song "Stuck Inside of Mobile with the Memphis Blues Again" which had been played repeatedly throughout the evening's meeting. The Memphis Group drew inspira-

tion from movements such as Art Deco and Pop Art, including styles such as the 50s Kitsch and futuristic themes. The Memphis group's work often incorporated plastic laminate and was characterized by ephemeral design featuring colourful decoration and asymmetrical shapes.

Marcel Breuer's famous Wassily Chair redesign by Alessandro Mendini, 1983.

Mendini, Alessandro is an Italian designer and architect, who was one of the main personalities of the Radical design movement in the 1970s. With an ironic approach, he "remixed" legendary objects of other designers such as Joe Colombo's Universal Chair or Marcel Breuer's Wassily Chair.
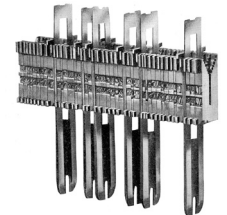
Composed line with matrices and spacebands in a Linotype Machine.

Mergenthaler, Ottmar was a German inventor. He became famous

Subvertising

colours: cyan, magenta, and yellow. As opposed to the three additive colours: red, blue, and green.

Subvertising is the practice of altering product or political advertisements by disguising or parodying the original message to reveal new meanings and definitions, mainly to illustrate an antimessage.

Sullivan, Louis H. was an American architect (1856–1924) who was called the "father of skyscrapers" and "father of modernism". He is considered by many as the creator of the modern skyscraper, and was a mentor to Frank L. Wright, and an inspiration to the Chicago group of architects. Sullivan also coined the phrase "Form follows function" in 1896.

Sum The sum of all the numbers from one to hundred is 5050.
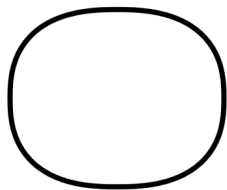
Superellipse.

Superellipse A superellipse is an oval shape which describes itself between a rectangle and a ellipse (or between a square and a circle). It is found in the layout principle of Donald E. Knuth's typeface Computer Modern and in Hermann Zapf's Melior Antiqua.

Supergraphics became the popular term in the late 60s for large-scale painted or applied decorative art in bold colours and typically in

geometric or typographic designs. They are used over walls and sometimes floors and ceilings to create an illusion of expanded or altered space.

Supermarket principle In the US pavilion at Osaka for Expo 1970, Chermayeff and Geismar collected all the protective gloves and helmets that American workers wear and grouped similar objects to convey a collective idea. It was a means of calling attention to safety and to improved working conditions. The collection created an overall pattern that becomes something more than the sum of its parts.

Superscript is a number, figure or symbol that is smaller than their normal line of type and appears slightly above the baseline.

Quaderna, 1971. Design: Superstudio. © Zanotta SpA – Italy.

Superstudio was an Italian architecture and design firm, founded in 1966 in Florence, Italy and part of the "anti-design" movement. One of their most famous pieces is "the Quaderna collection", which consists of a silk-screen printed grid.

Sutnar, Ladislav was a graphic designer from Czechoslovakia who was a pioneer of information design and information architecture. He is best known for his books: "Con-

Supergraphic Barangaroo Carpark Wayfinding, Lendlease. © THERE, Photography by Steve Brown.

HOTCH POTCH

A book about little-known (un)useful facts from the creative field. Structured as a dictionary, it includes meaningful information, idle gossip and anecdotes from A to Z. This is where Coco Chanel, Chupa Chups and David Carson come together on a spread and create inspiring connections and knowledge. It's the perfect handbook for design students, designers, typographers and everybody that works in the creative industries.

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