

## The Bureau des Affaires Typographiques will showcase its latest typeface family – Adso – at Artazart bookstore on december 2

**Designed by Bruno Bernard, Adso is a contemporary blackletter with a radically unique style. The BAT will announce its release on dec. 2, during a night full of surprises.**

This december 2 in Paris, a unique evening will take place at Artazart book store, where the four members of the B·A·T (Bruno Bernard, Stéphane Buellet, Jean-Baptiste Levée, Patrick Paleta) will introduce their latest typeface: Adso. This evening will be paced through screenings, an interactive animation, and of course will be the ground for a friendly meeting between typophiles.

Last April, the B·A·T had opened its website with videos that made the whole typosphere laugh. A fake creative team (including a panda) were explaining with wit and nonsense the hard task of typeface design to the visitors from the Internet. The sequel of this story will be revealed on dec. 2 at Artazart. This may even pursue with a live encounter with the Panda...

On its website, the B·A·T offers a new possibility: the subscribing to Club Adso. Club Adso is a new concept proposed by the B·A·T, thus offering to its readers to discover the making-of a typeface design, its history and universe. Club members will also benefit from exclusive deals.

[http://www.batfoundry.com/catalogue\\_2\\_adso\\_.html?lang=2](http://www.batfoundry.com/catalogue_2_adso_.html?lang=2)

Adso has been created par Bruno Bernard between 2005 and 2010. Acting as a robust yet refined display typeface, strong and sweet, Adso allies the modernity of uncluttered shapes to the noble beauty of blackletter structures. Adso is the first outcome of a research lead by its designer on the possibilities of reintroducing gothic scripts in the contemporary world.

Of course, blackletter faces are still seen today, but generally used to mean a certain

rebellious marginality (music, tattoos...), or even to signify the authenticity of a traditional savoir-faire (catering trade, antique dealers...). In both cases it is about niches that throw gothic writing out on the fringes of history.

Adso is a blackletter that claims for a larger use. It's a typeface of today, highly legible thanks to its simple shapes, and very attractive thanks to the sweetness of its curves. It can be used in far more diverse fields than old blackletter are. Adso thus offers a fresh look on our typographic heritage, and widens the field of experimentation for graphic designers.

Adso will be available for purchase on the B·A·T website from dec. 9.

**Bureau des affaires typographiques**

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<http://www.batfoundry.com>



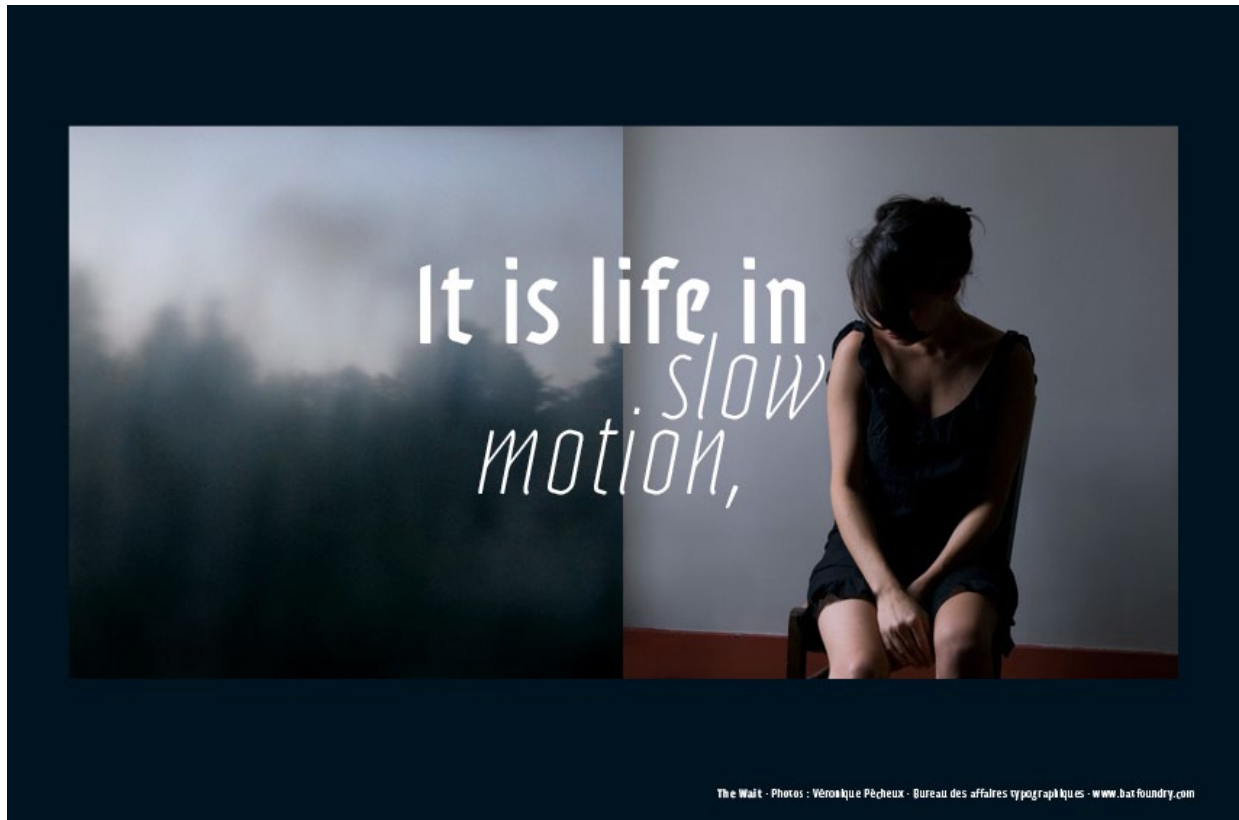
The B·A·T is a new type foundry, which aims at fostering innovative and quality French typography throughout the world. Founded in 2009 by Bruno Bernard, Stéphane Buelllet, Jean-Baptiste Levée and Patrick Paleta, the B·A·T has opened in april 2010. Committed to always deliver typefaces carrying new ideas, the BAT has given itself this motto: " Ideas, stories, typefaces ".

Adso Adso Adso

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Two examples of gifts given via the Adso Club :

– top : spread from the book *The Wait*;

– below : screenshot from the animation *Adso ballet*.

B·A·T



Shooting of the launching videos in april 2010.  
Will the panda be back for the party at Artazart ???

Exchange

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Factors

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PRIMARY

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NOPQRSTUVWXYZ  
1234567890  
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pqrstuvwxyzABC  
DEFGHIJKLMNO  
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