

**THE PARADOX by Jill Bell**

I often wonder how I ended up in this wonderful little niche of graphic design creating type and lettering. Maybe a better approach is to explore what it is that I find so compelling about working with letterforms.

So frequently, things are other than what they seem to be. Magritte's famous painting of a pipe declares "this is not a pipe." Letters, numbers and symbols are just shapes created by man on paper or other materials, and yet they are not just shapes but representatives, delegates that we have consensually elected and given power to. The paradox. I love it. They are not that thing, and yet they are. That people will fight and die for them, pay for them, worship and abhor them just makes it all that much more curious and compelling.

THE  
DEVIL  
AND  
DANIEL  
WEBSTER

Komegashi<sup>too</sup>

★ ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



Ralph Lauren Forever

THE SEAHORSES

Billy Madison

Grace  
Under Fire

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

the Fruit Press

the  
NUTTY  
professor

Jill Bell

That these glyphs, at once both mundane and transcendental, can be dressed up or dressed down and take on yet another layer of meaning simply adds to the intrigue. That is my job: costume designer and make-up artist for their roles on stage, charged with the task of evoking a feeling or ambiance, a time or a place, entrusted with saying something without saying it. I participate in their magic, mystery and manifestation; a Vestal guarding the fire.

And it's a pretty cool way to earn a living.



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