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Helvetica Forever: Story of a Typeface is a sequel to Lars Müller and Victor Malsy's book with the same title. The exhibition comes to

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Bulgaria after being to the USA and Japan and is part of the events included in the Sofia Design Week festival organized by Magazine 1.

HELVETICA FOREVER – SGHG

Helvetica Forever: Story of a Typeface, also published by Müller, together with Victor Malsy, is the book for them. Beautifully designed, as one would expect, the book attempts to tackle the great paradox at the heart of Helvetica – how could a typeface designed for modest, almost invisible ubiquity, become such a well-known, almost iconic 'brand'.

Helvetica Forever: Story of a Typeface by Victor Malsy

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Helvetica Forever Story Of A

Helvetica is far and away the most widely used of all typefaces; according to a survey by the Berliner Fontshop-Archiv, it tops the list of the hundred best fonts of all time. This publication retraces Helvetica's fifty-year history, compares it to the well-known sans serif fonts of the twentieth century, and examines the phenomenon of its unparalleled spread.

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