

MGD TALL

EVERY ACTION IS A WISE OR UNWISE INVESTMENT FOR FUTURE DIVIDENDS THE PAST IS GONE WHAT WE CALL THE PRESENT MOMENT GOES OVER TO THE PAST EVEN WHILE WE ARE SAYING THE WORLD LEAVING ONLY THE FUTURE IN WHICH TO WORK AND ENJOY WHATEVER WE DO IS DONE FOR AN EFFECT IN THAT FUTURE BE IT NEAR OR FAR A MINUTE OR A YEAR CONSIDER WELL THEN THE EFFECT YOU ARE TRYING TO PRODUCE



AESTHETIC AND SEMIOTIC
RESEARCH AND DEVELOPMENT

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MGD TALL CAPS

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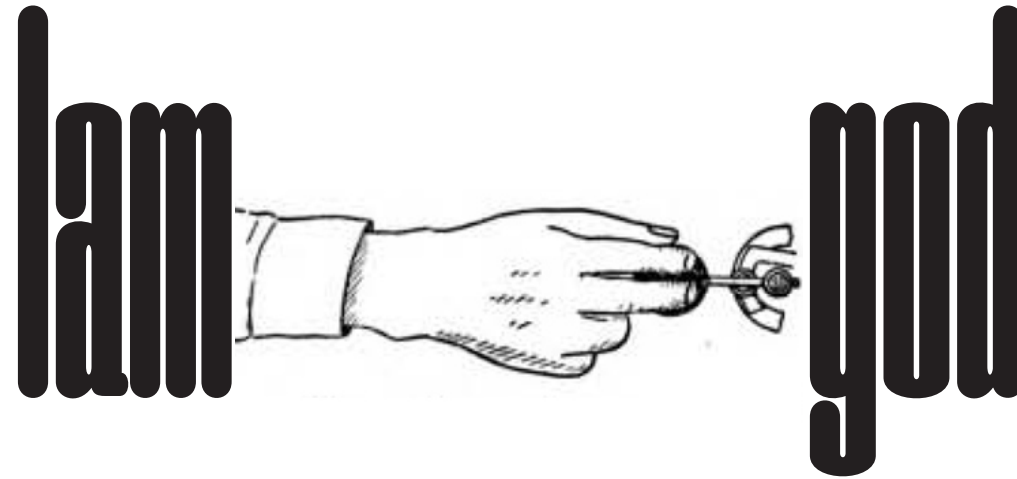
9PT THE STRICT DEMAND SHOWN IN THE MANUAL REPRESENTS AS MANY PERSONAL FEATURES AS POSSIBLE WHICH ARE USUALLY ELEMENTARY TO HANDWRITING. THROUGH THE ACCURATE REPITION OF THE SINGLE LETTERS IN A PRE-DETERMINED WAY, THEY BECOME DIGITAL IN THE SENSE OF GLUTENBERG. FURTHERMORE, HANDWRITING LOSES ITS CHARACTERISTIC FUNCTION

THROUGHOUT THIS PROCESS – THE FUNCTION AS A CONTAINER OF PERSONALITY, SELF-EXPRESSION AND EVEN THE POSSIBILITY OF FAILURE – IN ORDER TO BE »NEUTRAL«. THE IDEA OF THE LETTERS' NEUTRALITY IRONICALLY SHAPES THEM INTO SOMETHING OVERLY CHARACTERISTIC – IT REMINDS OF THE NEVER-ENDING DISCUSSIONS ABOUT NEUTRAL TYPEFACES, WHICH, AS

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