



Grafica della Strada: The Signs of Italy

Louise Fili

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Grafica della Strada: The Signs of Italy

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Grafica della Strada: The Signs of Italy Louise Fili

For more than three decades, renowned graphic designer and self-described Italophile Louise Fili has traveled the cities and countryside of Italy cataloging the work of sign craftsmen in whose hands type takes on new life with a tantalizing menu of styles. Classical, eclectic, or Futurist; in gold leaf, marble, brass, wood, wrought iron, enamel, ceramic, or neon; painted, carved, inlaid, etched, tiled, or stenciled—the creative possibilities are endless. *Grafica della Strada* is Fili's photographic diary of hundreds of Italy's most inventive restaurant, shop, hotel, street, and advertising signs. A major influence on Fili's own work, many of these marvels of vernacular design live on solely in this book, a typographic love letter to Italy that will be an inspiration to designers and Italophiles everywhere.

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