

Gatis Vanags

Art Academy of Latvia, Riga

Features of National Romanticism in Typeface Design First Half of 20th Century in Latvia

From beginning of the 20th century happened transition from the old orthography to the new in Latvia. New orthography also requested new letters type.

Old style fracture typeface from the Middle Ages was replaced by Antikva typefaces. These revolutionary changes allowed for creative expression for artists - book designers. Antikva typefaces advantages - the opportunity to creatively transform typefaces according to the stylistic requirements.

Many known Latvian painters and graphic artists engaged in book design and other graphic design, where there used own manufactured original typefaces.

So far, Latvian art history is not consciously analyzed and systematized these letters samples.

The National Romanticism was one of the leading art movements in graphic design at the beginning of the 20th century in Latvia.

It also brightly manifested itself in typeface design.

National Romanticism samples in typeface design existed all the independent Latvian time. National Romanticism trend in graphics and typeface design also continued in the post-war period in Latvia.

Despite the Soviet power controlling influence on all art processes in 50th-60th typeface samples period stand out with bright national stylistic highlights.