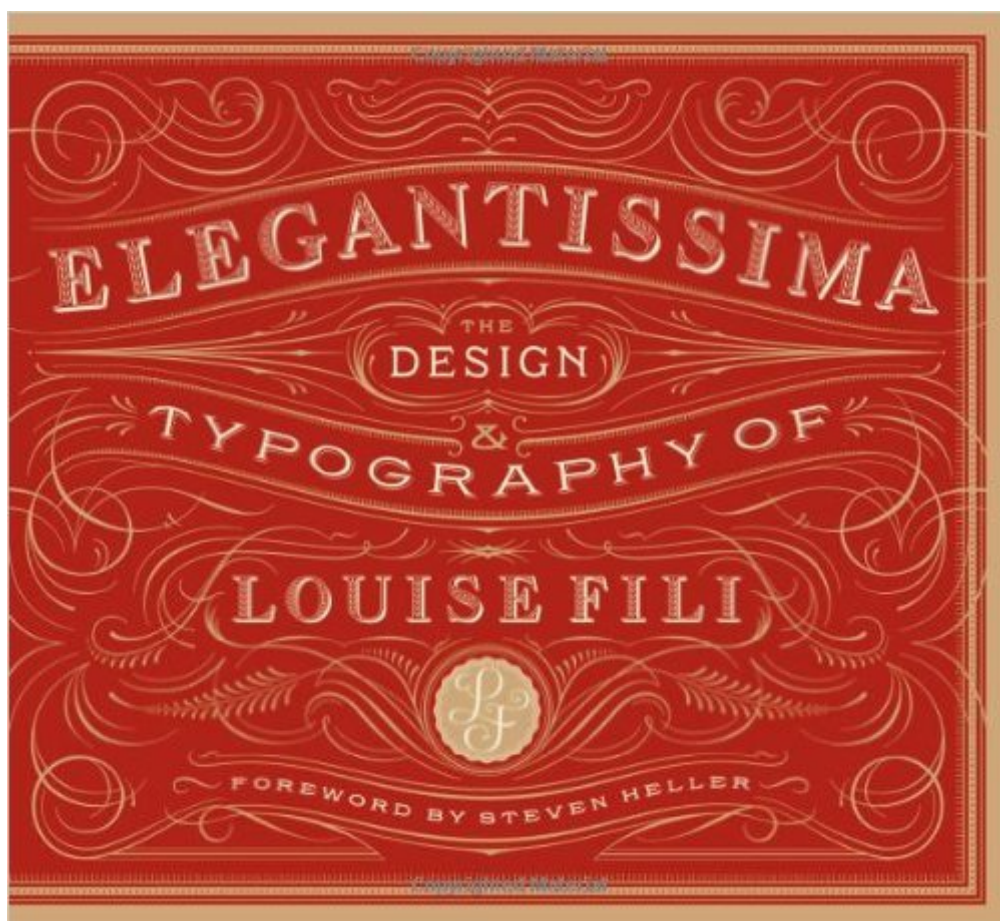


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# Elegantissima: The Design And Typography Of Louise Fili



## Synopsis

Louise Fili has been an inspiration for designers around the world since the 1980s, when she raised the bar on book cover design, creating close to two thousand jackets as art director for Pantheon Books. In 1989 Fili founded her own graphic design studio, Louise Fili Ltd, and branched out into the fields of restaurant and food packaging design. Her lavish and elegant typography, often hand drawn, helps advertise and market such well-known brands as Sarabeth's, Bella Cucina, Jean-Georges, and Good Housekeeping, among many others. Known for her intense attention to detail, her fresh reinterpretation of vintage sources, and her passion for all things Italian, Fili has won numerous awards. *Elegantissima*, the first monograph on her work, covers the breadth of her nearly forty-year design career and is a must-have for graphic design students and professionals, as well as anyone interested in advertising, food, restaurants, Italy, and books.

## Book Information

Hardcover: 256 pages

Publisher: Princeton Architectural Press; 9.1.2012 edition (September 5, 2012)

Language: English

ISBN-10: 1616890975

ISBN-13: 978-1616890971

Product Dimensions: 8.5 x 1.2 x 9 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (29 customer reviews)

Best Sellers Rank: #111,282 in Books (See Top 100 in Books) #67 in [Books > Arts &](#)

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## Customer Reviews

As you will notice this little jewel has already received an impressive collection of five star reviews. And they're there for good reason. This is one beautiful book. The assortment of advertising and typographical examples Louise Fili has assembled makes for very delightful viewing. The book offers a wide variety of both her own work and classic period pieces. As one who does not make his living in this field I can only appreciate this work from the aesthetic point of view. That alone, however, makes this volume well worth owning. For one employed in the trade I can't imagine passing it over. I have several books by Steven Heller and Louise Fili and this husband / wife collaboration has produced some real treasures. I can only imagine what wonders are housed in

their combined archives. They are both to be thanked for making so much of their painstaking research and amazing collection available to the rest of us. Louise is incredibly gifted in her ability to incorporate the beautiful scripts, ornamentation and images of a bygone era and give them a contemporary look. She, singlehandedly, puts to rest the old canard - "never judge a book by its cover". I have no doubt the packaging she creates outshines most of the products contained therein. I would add, in addition to the obvious visual merits of this book, Mrs. Fili is quite a wordsmith. She has a definite flair for turning a phrase. Her ability to create prose with a such a decided flourish is rather unique in the genre of the art book. Typically one glides through these books content in just appreciating the images while overlooking the cumbersome writing. Her's is a pleasant exception. The production quality of this book is all one could hope for and well deserving of its contents.

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Basics of Design: Layout & Typography for Beginners (Design Concepts)  
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