



### House Industries: The Process is the Inspiration

by Andy Cruz, Rich Roat and Den Barber. Watson-Guptill, \$50.

In the world of contemporary type foundries, House Industries stands alone as being much more than mere creators of type. From day one House, founded in the '90s, has been carving out some truly iconic typefaces, inspired by everything from the giants of hot rod culture to heroes of American architectural and industrial design. Where we would stand on the shoulders of giants, House Industries often works hand-in-hand with them. Be they reviving the strokes of adroit sign painters or the work of Mid-Century Modern masters of American craft, House stops at nothing in the pursuit of the process. This collection is an archival record of the origins of House type, design and craft production, encompassing everything in a quintessentially gilded mid-century glaze. Beautifully designed and masterfully printed — spot glosses, metallic inks and paper changes abound — you can't have too much of a good thing when House is at the wheel. Sadly, House founder Rich Roat died Nov. 29. — *Trask Bedortha*

Conclusion detail @Carlos Alejandro — Courtesy of House Industries. Reprinted with permission from House Industries: The Process Is the Inspiration by House Industries, copyright (c) 2017. Published by Watson-Guptill, an imprint of Penguin Random House LLC.

### Junk Type: Typography, Lettering, Badges, Logos

by Bill Rose. Universe, \$35.

What does sifting through a century of dander left behind by lumbering, unchecked American consumerism yield? Pure iconographic gems tempered in the restraint of the tradesman designer and the imposition of the bottom line. The limited palettes and lettering emblematic of packaging past are stacked together, page after page, in this go-to catalogue of the obsolete. *Junk Type* is a great foray into the art of badge hunting, and an extensive reference to economy of design. — *Trask Bedortha*



### Saul Bass: A Life in Film and Design

by Jennifer Bass and Pat Kirkham, with a foreword by Martin Scorsese. Laurence King Publishing, \$95.

Saul Bass is perhaps one of the most recognized names in design. From film to corporate identity, his prolific work defined styles and shaped visual communication for decades, and this monograph of Bass' work catalogues the life and contributions of one of the patron saints of modern graphic design. From posters and credit designs to the storyboarding of *Psycho*'s most iconic scene, Bass played a huge roll in Hitchcock's greatest films. His work in identity design all but dictated the practice and pitch of contemporary branding systems. If you don't believe that art exists in such corporate or commercial banalities, you are mistaken. Distilled and balanced, not purely practical nor viscerally driven, Saul Bass was an artist excelling at technique and the complete consideration of the medium. This collection is an amazing examination of his process, his collaborations and his life's work. — *Trask Bedortha*



Saul Bass' work for the film *Vertigo*. Detail reprinted with permission from *Saul Bass: A Life in Film and Design* by Jennifer Bass and Pat Kirkham. Published by Laurence King Publishing.