

About the project:

Digitizing Jan Tschichold's estate

Patrick Rössler - The conference "Digital Material. Digitized collections in cultural heritage institutions" followed up on a digitization project, sponsored by the German Science Foundation (DFG) and hosted by the German Museum of Books and Writing and the University of Erfurt. Jan Tschichold worked over the course of five decades as a typographer, graphic artist, book designer, author and teacher.

The conference took place over two consecutive days in September 2021. In addition to Tschichold's life, work, and legacy, the topic was the digitization of cultural heritage such as Tschichold's.

Born in Leipzig in 1902, Tschichold became one of the major protagonists of what is known today as the "New Typography", but later in his life he promoted a more traditionalist approach to book and type design. Tschichold is still considered the most important typeface artist of the 20th century, whose designs and publications influenced generations of designers, letterpress printers, and typographers. The digitized collection includes substantial parts of his working estate; highlights are reproduced and commented in the volume *Jan Tschichold – ein Jahrhundert-typograf?*



(Göttingen: Wallstein, 2019).

Jan Tschichold's Work estate - German Museum of Books and Writing

Linda Wößner - The extensive work-related estate of the typographer, book and type designer Jan Tschichold came to the museum in 2006. It contains, among other things, typographic designs and preparatory work for publishers and institutions, commercial graphic works, typeface designs and preparatory work for books, written by him. In her contribution, Linda Wößner talked about the digitization project, which was funded by the German Research Foundation. Besides she provided insights into the estate of Tschichold, focusing on his early work before 1925.

Tschichold's acquisition at the V&A's National Art Library London

Sandy Jones - From 1936-1939, Philip James, Keeper of the V&A's Library, initiated a collection of commercial art, writing to the designers of the avant-garde and businesses in Britain, Europa and the USA to request examples of their most innovative work. Jan Tschichold visited James' exhibition twice and subsequently sold a curated selection of new typography from his own collection to the V&A. Sandy Jones' presentation introduced the biography of the Jan Tschichold purchase and its relationship to MoMA's collection.

Tschichold's Typographic Model Collection

Mirjam Brodbeck - With the presentation of the so-called "Vorbilder-Sammlung Jan Tschichold", a collection including over 1500 works created by Jan Tschichold himself and 45 other well-known graphic designers, Mirjam Brodbeck offered a further insight into Tschichold's work. In her talk, she also discussed the "RDA" program, the standard rule book for descriptive cataloging, and included works in the tradition of Tschichold's book "New Typography".

Visualization of Biographical Data

Jens Weber, Andreas Wolter - In 2009, as part of the ImpulsBauhaus project, an exhibition was created that offered an overall view of the Bauhaus community for the first time. Numerous data visualizations showed developments over time, networks of relationships and geographical spread. This was made possible by the development of a special research platform. The project "Bewegte Netze" continued this idea with well-founded historical expertise. The results were far more editorial infographics that had a much stronger narrative character.

Bauhaus Written Heritage

Florian Strob - The pilot project „Written Legacy of the Bauhaus“ (2020-2022) is the first to systematically and critically examine the textual legacy of the Bauhaus. It marks the beginning of a new research focus at the Bauhaus Dessau Foundation. By providing an unprecedented concentrated focus on the written heritage, it enables an innovative approach to understanding the historical Bauhaus and lays the foundation for further research.

Geo-Interaction-Design-Thinking for Cultural Objects

Matthias Müller-Prove - Based on the premise that the context in which digital collections are explored is crucial, the scientist offered an underappreciated access into collections. In his talk he thus extended traditional meta data and full text search strategies. By showing August Macke's "Augenblick" as an example, Müller-Prove presented new approaches how to visualize digitized objects on maps and how to apply information architecture and design thinking to cultural collections.

Geovistory - a tool for data management, visulization and publication

Jonas Schneider - As co-founder of the company KleioLab, he presented the software "Geovistory", a virtual research environment developed especially for humanities and social science. It supports the entire workflow of historical knowledge production: from the collection of sources to text or table annotation and fine-grained information extraction, which can be used for creating networks and (spatial) analysis. Geovistory produces reusable research data and allows publishing the results in accordance with fair use principles.

Possibilities of data visualizations beyond cultural collections

Sascha Collet - In his contribution he gave insight into the process of the program "Figures" which transformed statements of the Leopoldina Academy into an interactive dossier. He explained the motivation behind the individual decisions that led to the final result. Moreover, he showed the technologies used and some of the learning outcomes of the project.

Digital cultural engagement: notes from Europeana

Douglas McCarthy - Over the past two decades, Douglas McCarthy has worked internationally in public museums, private art collections and image archives in a variety of roles. Douglas supports Europeana's mission by working with partner institutions to showcase their collections to online audiences. In his talk, he shared experiences from his work for Europeana and provided practical insights into the opportunities and challenges in this field.

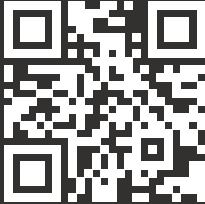
For more information on the conference, please consult:

<https://bit.ly/3vWNLW>

Virtual exhibition:
<https://ausstellungen.deutsche-digitale-bibliothek.de/tschichold/#s0>

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Digitized collections in cultural heritage institutions.

Conference on the curating and analyzing of digitized collections using the example of Jan Tschold's estate.

Deutsche Nationalbibliothek Leipzig
September 2021

Schrift

Jan Tschichold:

Kleine Schreiblehre für Setzer

Preis 1 Mark

Verlag des Bildungsverbands der deutschen Buchdrucker, Berlin SW 61, Dreibundstrasse 5