

Rutan

Type family of 7 weights.
Designed for pleasurable reading.



Rutan is a modern sans serif type family designed for pleasurable reading. Although built essentially on a geometric foundation, the typeface has been skilfully shaped into an aesthetically pleasing and legible tool.

Slightly condensed and compact, it is a perfect choice for many design applications, including branding, editorial and the web, etc. Considered curves emphasise clarity and simplicity of the design, finely balancing beauty and function. Details include seven weights, 420 characters, alternative glyphs, manually edited kerning and Opentype features.

geom

tric

—

Rutan
Bold

**We live
& breathe
words.**

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o

p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

[] ! ? @ £ \$ % & () { }



“Fiction was invented the day Jonah arrived home and told his wife that he was three days late because he had been swallowed by a whale...”

sentiments

Speak Of A Land Of Enchantment

perfect example

Unwavering Pattern Of Repetition

narrative

Formulation Of Any True Statement

partly ambiguous

Humor And His Philosophy Of Life

retrospective view

READ MORE BOOKS
IN-HOUSE FESTIVAL

FREE ENTRANCE
15/08/2016

— Read more — books —

The RMB In-house Festival began in 1983 and is now a key event in the August Festival season, celebrated annually in Noland's capital city. Biennial at first, the Book Festival became a yearly celebration in 1997.

Organised by RMB™

Rutan
Weights

a a a a a a

Rutan
Weights
Altern.

o o o o o o

Rutan
Weights

u u u u u u

Rutan
Weights
Altern.

U U U U U U

LÖ_st®

15. – 08.
2016



15. – 08.
2016

London/UK

Holden Caulfield's America was a nation of contrasts. World War II was over, and the boys had come home, but to what? Financially, life had improved significantly for the average worker since the Great Depression of the 1930s, but inflation presented new problems. The political scene generally moved toward conservatism near the end of the 1940s and into the 1950s (the time period of the novel), but there were noteworthy exceptions. The atomic bomb, which many had considered a blessing when it quickly ended the war with Japan, was increasingly seen as a curse. Culturally, the United States was both conservative and liberal but leaning increasingly to the right.

The economy had certainly improved since the 1930s. The New Deal programs of President Franklin D. Roosevelt (thirty-second President of the United States, serving from 1933-1945) combined with the enormous financial boost of World War II to pull the United States out of the nightmare of the Great Depression. Between 1941 and 1945, the years of America's involvement in the war, average individual weekly earnings had increased from \$24.20 to \$44.39. Workers faced a full-time workweek of forty-eight hours, but that would soon be reduced to a forty-hour week, often with no loss of pay, following an example set by the federal government.

In *The Catcher in the Rye*, Holden's family, and the families of the boys with whom Holden attends school, appear to have no financial concerns. Holden's family lives in an expensive apartment in an affluent section of New York City. Holden's father is a corporate attorney. Holden assures us that all a lawyer does is "make a lot of dough and play golf and play bridge and buy cars and drink Martinis and look like a hot-shot." (Chapter 22) Although his profession is probably more difficult than what his son makes it out to be, Mr. Caulfield is doing very well financially. He can afford a live-in maid, Charlene, and his son seems to go from one private school to another with little concern for cost. Holden's perspective is that of the upper-middle class. In the first chapter of the novel, he notices that the Spencers, whom he is visiting, can't afford a maid and have to answer...

No 1

34

As the novel opens, the narrator, Holden Caulfield, speaks directly to the reader from a mental hospital or sanitarium in southern California. He says that he will tell us (the readers) of events occurring around Christmastime of the previous year. First, however, he mentions his older brother, D.B., a writer who now works in nearby Hollywood and visits Holden nearly every weekend.

Holden's story, in the form of a long flashback, begins around 3 p.m. on a Saturday in December, the day of the traditional season-ending football match between his old school, Pencey Prep (in Agerstown, Pennsylvania) and rival Saxon Hall. Holden, a junior at Pencey, can see the field from where he stands, high atop Thomsen Hill. He has been expelled and is on his way to say good-bye to Mr. Spencer, his history instructor. At the end of the chapter, Holden arrives at Mr. Spencer's house and is let in by his teacher's wife.

35



Rutan
Black



significance

derive from his deep-rooted attachment

life experience

both protagonists seek a deeper meaning

author

fundamental tension between good and evil

greatest artist

Minor characters also live independently

moral "conversion"

**“Good books
don’t give up all their
secrets at once.”**



RU tan

2015
