

February 2009

ISSN 1177-2468

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Published by The National Grid

PO Box 37497, Parnell, Auckland 1151, New Zealand

www.thenationalgrid.co.nz

For further copies, comments, or if you want to contribute, please email us at info@thenationalgrid.co.nz

Edited and designed by Jonty Valentine and Luke Wood.

Subediting and proofreading by Vanessa Coxhead.

Acknowledgements:

We are forever in debt to all of our contributors for making this issue possible. Especially Wayne Daly and Zak Kyes for taking a section off our hands.

Thanks to Anna Dean for helping to spread the word. Thanks also to Adam Sheffield, Adrian Pickering, Noel Waite, and Nova Paul. And to the shops who have paid us.

Edition of 500

Printer: Spectrum Print, Christchurch, New Zealand.

Paper Stock: Munkin Pure Cream 100gsm (text), Ambassador Gloss Art 130gsm (colour), Super Fine Gloss Artboard 270gsm (cover).

Typefaces: Wedge (inside), Perpetua, Profil (cover).

Cover:

Based on *Landfall* 47, September 1958, The Caxton Press, Christchurch.

following page:

Wedge Bold

The typeface used for this issue of *The National Grid* was designed by Bruce Rotherham. The study for the face, named *Wedge* began in 1947 while Bruce was an undergraduate student at the University of Auckland School of Architecture.

Rotherham was provoked by Herbert Bayer's 1927 'universal alphabet'. He greatly admired the alphabet's pure geometry, but considered it virtually unreadable when used to set text. As a response he began to develop a typeface that was as elementary as Bayer's but would be as readable as traditional book faces.

In 1958 Monotype Corporation recommended after several trial paragraphs that *Wedge* had a number of weaknesses in key letter groups. The company recommended that the project be set-aside for a few years so the remaining design problems could be worked through.

Rotherham practiced architecture in New Zealand (as a founding member of the Group) and then in Great Britain for thirty years before by chance, he heard a BBC radio show 'Science Now' discussing the topic of computer type setting. Realising that *Wedge* was still a relevant project he contacted the item producer Adrian Pickering at the University of Southampton. Some ten years later *Wedge* was available for use, as seen on these pages.

Adam Sheffield

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