
Architype Motherwell

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Introduction

In 1966, Wim Crouwel designed the exhibition poster and catalogue for the American artist, Robert Motherwell, held at the Stedelijk Museum, Amsterdam. Crouwel captured the essence of Motherwell's art by creating an iconic poster, that is powerful, emotional and memorable.

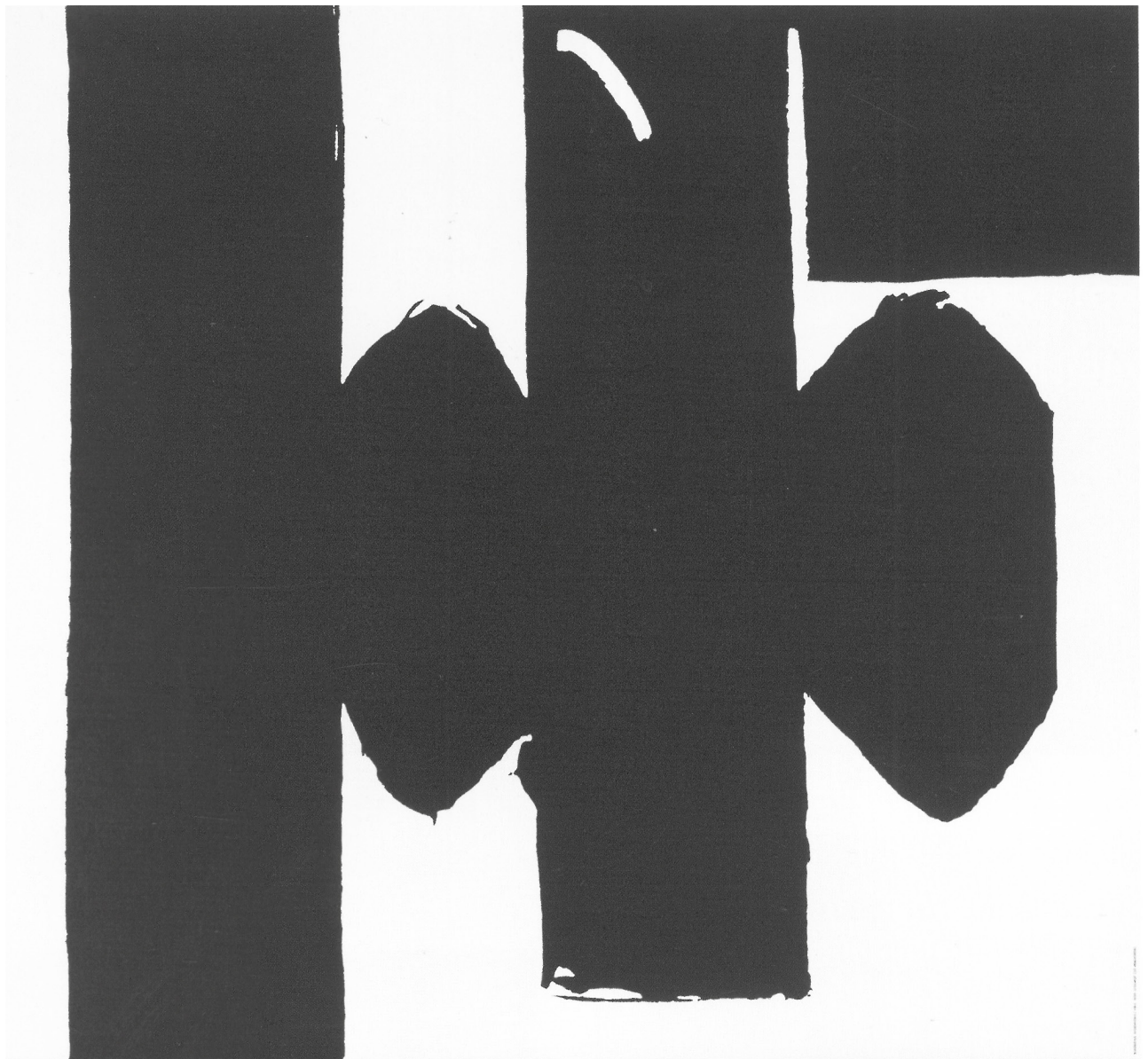
Crouwel's typographical interpretation for the 'Motherwell' poster was a harmonious blend of simplicity and complexity. He used a limited colour palette, opting for dark grey and black that mirrored the energy and depth of Motherwell's painting. As with all of Crouwel's type design, featuring his signature 'grid' style, it is meticulously clean and geometric. The poster displays the word 'Motherwell', which sits at the very bottom of the poster, mirroring a cropped section of Robert Motherwell's 'Elegy to the Spanish Republic' painting above. It evokes the bold and heavy nature of Motherwell's painting style. Crouwel's lettering, almost gothic-like in components and construction, is a powerful interpretation of Motherwell's paintings, creating a cohesive and visually striking design.

The 'Motherwell' lettering is the inspiration for our latest release, Architype Motherwell. Implementing Crouwel's narrowly devised grid system for the Architype Motherwell font family was challenging and complex. We incorporated a higher ascender height to allow for the diacritics to sit appropriately and the cut ins to the joining 'm and r' strokes were difficult to adapt to the lighter styles, from the original. We wanted a standard stencil gap thickness throughout the family, this allows the design to have a smooth transition across the range. The positioning of the stencil gaps is diverse and playful, offering an interesting texture.

Robert Motherwell, (January 24, 1915 – July 16, 1991), was an American abstract expressionist painter, printmaker, and editor of *The Dada Painters and Poets: an Anthology*. Motherwell was one of the youngest of the New York School, which also included Willem de Kooning, Jackson Pollock, and Mark Rothko.

Architype Motherwell is a powerful, robust, display stencil design, now available in 5 weights: Light, Regular, Medium, Bold and Heavy. The font includes alternative lowercase glyphs, positive and negative circled figures, a Bitcoin symbol, arrows, and extended ligatures including a 'www' ligature.

MOTHERWELL



stedelijk museum amsterdam
7 januari tm 21 februari 1966

motherwell

Light

Expressionistic

Regular

Architecture

Medium

Structural

Bold
-10 tracking

Brutalism

Heavy
-20 tracking

Abstract

Light

Abstract Expressionism

Regular

Crouwel Vormgever

Medium

Stedelijk Museum

Bold

Spanish Republic

Heavy

Amsterdamer

Light

This powerful poster designed in 1966 by Wim Crouwel for the exhibition of

Regular

Stedelijk Museum, Exhibition of the painter Robert Motherwell.

Medium

Motherwell's 'Elegy to the Spanish Republic' inspired

Bold

Architype Motherwell has 5 weights. It is not a

Heavy

Crouwel's emotional response to the work

Light

tittle-tattle

tittle-tattle

www.types.uk

www.types.uk

Regular

fluffy & piffle

fluffy & piffle

official hijump

official hijump

Medium

Kickstarter

Kickstarter

Uburglaan

Uburglaan

Bold

Oxymoron

Oxymoron

No.123456

No. 1 2 3 4 5 6

Heavy

De Stijle

De Stije

Dyestuff

Dyestuff

Language support

Abenaki,	Filipino,	Latin,	Sango,	Wayuu,
Afaan Oromo,	Finnish,	Latino Sine,	Saramaccan,	Wikmungkan,
Afar,	Folkspraak,	Lojban,	Sardinian,	Wiradjuri,
Afrikaans,	French,	Lombard,	Scottish Gaelic,	Xhosa,
Albanian,	Frisian,	Low Saxon,	Seri,	Yapese,
Alsatian,	Friulian,	Luxembourgish,	Seychellois,	Yindjibarndi,
Amis,	Galician,	Makhuwa,	Shawnee,	Zapotec,
Anuta,	Genoese,	Malay,	Shona,	Zulu,
Aragonese,	German,	Manx,	Sicilian,	Zuni,
Aranese,	Gooniyandi,	Marquesan,	Slovio,	
Arernte,	Greenlandic,	Meriam Mir,	Somali,	
Arvanitic,	Guadeloupean,	Mohawk,	Sotho Northern,	
Asturian,	Gwichin,	Montagnais,	Sotho Southern,	
Aymara,	Haitian Creole,	Murrinhpatha,	Spanish,	
Basque,	Han,	Nagamese	Sranan,	
Bikol,	Hiligaynon,	Creole,	Sundanese,	
Bislama,	Hopi,	Ndebele,	Swahili,	
Breton,	Icelandic,	Neapolitan,	Swazi,	
Cape Verdean,	Ido,	Ngiyambaa,	Swedish,	
Catalan,	Ilocano,	Norwegian,	Tagalog,	
Cebuano,	Indonesian,	Novial,	Tetum,	
Chamorro,	Interglossa,	Occidental,	Tok Pisin,	
Chavacano,	Interlingua,	Occitan,	Tokelauan,	
Chickasaw,	Irish,	Oshiwambo,	Tshiluba,	
Cofan,	Italian,	Palauan,	Tsonga,	
Corsican,	Jamaican,	Papiamento,	Tswana,	
Danish,	Javanese,	Piedmontese,	Tumbuka,	
Dawan,	Jerriais,	Portuguese,	Tzotzil,	
Delaware,	Kala Lagaw Ya,	Potawatomi,	Ukrainian,	
Dholuo,	Kapampangan,	Qeqchi,	Uzbek,	
Drehu,	Kaqchikel,	Quechua,	Venetian,	
Dutch,	Kikongo,	Rarotongan,	Volapuk,	
English,	Kinyarwanda,	Romansh,	Voro,	
Estonian,	Kiribati,	Rotokas,	Walloon,	
Faroese,	Kirundi,	Sami Southern,	Waraywaray,	
Fijian,	Klingon,	Samoa,	Warlpiri,	

OpenType features

Discretionary Ligatures
 Ligatures
 Stylistic Alternates
 Positive Circled figures
 Negative Circled figures
 Tabular figures
 Fractions
 Numerators
 Denominators
 Inferior
 Superior
 Ordinals
 Arrows



Motherwell

Exhibition

Stedelijk

Museum

Amsterdam

Architype Motherwell

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