

THE
STORY
OF

Mostra Nuova

ALTERNATE CHARACTERS

**AAACCEEFFG
GGGKMMM
MQQQR
SSSSWWYY
aacceeggijj
kkrrssssuuz**

SOME OF THE STYLISTIC SETS

Normal

**MICKEY SNAGS
Earth Rockets**

"Decorative" Set

**MICKEY SNAGS
Earth Rockets**

"Elegant" Set

**MICKEY SNAGS
Earth Rockets**

"Plain" Set

**MICKEY SNAGS
Earth Rockets**

MOSTRA NUOVA IS AN ENHANCED AND EXPANDED version of Mostra, an all-caps typeface I released in 2001. I was inspired after seeing Stephen Heller and Loise Fili's 1993 book, "Italian Art Deco" sometime in the late '90s. The book is filled with examples of Italian graphic design from the '20s and '30s. Certain styles of lettering showed up over and over. One was based on simple geometric shapes—circles, triangles, and lines, like Futura, but more strictly geometric and with different proportions. Somewhat similar fonts existed, but nothing that really had the look and feel I saw in the book.

Mostra became a synthesis of this general lettering style, covering a range of five weights. Certain variations were used by the artists, such as an "A" without the crossbar, or a sloping "S". I included these as alternate characters with the idea that a designer using the font would be able to mix and match them to get different typographic effects.

I chose the name "Mostra" after seeing the word used in a lot of the examples in the book. It's Italian for "exposition" or "show." And, of course, "Nuova" means "new."

Mostra Nuova (2009) adds a lowercase and many more alternate characters, both in the caps and the lowercase, making it much more versatile than its predecessor. In the earlier version, the alternate characters were spread across three different fonts for each weight. For some purposes this was fine, but this made it impossible to include automatic kerning for many combinations of characters. With **Mostra Nuova**, all characters are contained in a single font for each weight, accessed either through OpenType Stylistic Sets or the Glyph palette. (See the **Mostra Nuova** User Guide for more information.)

Also new in **Mostra Nuova** is the addition of a sixth weight, **Mostra Nuova Thin**, and improvements in many small details, such as more refined spacing, kerning, hinting (for better on-screen display), subtle character design refinements, extensive language support (most Western and Central European Latin-based languages), and case-sensitive forms. **Mostra Nuova** is available exclusively in OpenType format.
—MARK SIMONSON

CASE-SENSITIVE FORMS

¿qué tal?
¿QUÉ TAL?

SIX STYLES

Thin
Light
Regular
Bold
Heavy
Black

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Mostra Nuova was designed by Mark Simonson in 2009. Mostra was designed by Mark Simonson from 2001.

Mostra Nuova Usage Examples

MAGAZINE

des cheveux magnifiques

METRO
STATION

Chic
Boutique

SARSAPARILLA

Mostra
NUOVA