



Take Your Pleasure Seriously

By Luca Barcellona, Giovanni De Faccio, Nicola Peressoni, Chaz Bojórquez

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For Luca Barcellona, Italian graphic designer and calligrapher, letters are the building blocks of his creations. From Carolingian to tags, from the quill to the spray can, Barcellona takes the age-old craft of lettering to new heights with the inventiveness and talent of a contemporary virtuoso. His striking, expressive, and original letterforms and compositions open onto uncharted territory, laying the foundations of a new writing style. *Take Your Pleasure Seriously* (a quote by the designers Charles and Ray Eames) serves as a leitmotif for Barcellona who turned his passion into a way of life, first as a graffiti artist and then as a professional calligrapher. His production spans a broad spectrum from the reproduction of a world globe from 1569 to brand identities, book covers, ad campaigns, and performances. This beautifully designed artist book features hundreds of drawings made over the last decade including commissioned work (Carhartt, Dolce & Gabbana, Nike, Red Bull, Universal, etc.), personal projects, performances, and many never-seen-before work. The book will fascinate and inspire anybody who works with letters or is interested in how they look.

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