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- 1 Studienarbeit, Foto-optisches Experiment mit dem Buchstaben M, 1965, Gestaltung: Wolfgang Weingart, Donation: Wolfgang Weingart. Abbildung: Museum für Gestaltung Zürich / ZHdK.
- 2 Würfel, M-Würfel, Reproduktion 2014 (Original 1965), Entwurf: Wolfgang Weingart. Abbildung: Museum für Gestaltung Zürich / ZHdK.

Wolfgang Weingart (b. 1941) first approached the letter M from an artistic research perspective in 1962, in parallel to his training as a typesetter in Stuttgart. He returned to the subject again during his lessons with Emil Ruder in Basel in 1965, where he created photo-optically manipulated *M* symbols.

Wolfgang Weingart gained his first experiences in setting type at the Merz Akademie in Stuttgart, and he developed his knowledge further during a typesetting apprenticeship at the Stuttgart-based Ruwe printing company from 1960 to 1963. Here, during his free time, he conducted his initial experiments with round compositions and letters carved into wood; he was particularly interested in the letter *M*. He renewed his focus on the *M* in 1965, under the instruction of Emil Ruder in Basel. Here, while preparing for his year-end assignment, he looked for additional *M*-shapes that would expand the repertoire of the type case. He did so this time by integrating photo-optical processes in the darkroom. Thus, he manipulated the *M* from Adrian Frutiger's Univers alphabet by blurring it photo-optically and thereby adding a twenty-first—blurred and thicker—font

style to the twenty existing styles of this clearly readable font. It was an ironic commentary on Univers, which Weingart considered to be overly complex, and which still lacked a twenty-first font style at that time. In another experiment, Weingart constructed a cube on which the letter *M* was printed in identical size on each side and photographed it in various positions using his Rolleiflex camera. He enlarged the resulting “distorted *M*” photographs from the negative and assembled them into five *M* sequences. Weingart published an explanatory diagram of his experiment in the *Typografische Monatsblätter (TM)* in 1970. He also made use of the distorted *M* images in further pictorial compositions, which he published in *TM* in 1967 and 1970, and as a print portfolio in 1971. (Barbara Junod)

Studienarbeit (AGS Basel), Foto-optisches Experiment mit dem Buchstaben M, 1965

Gestaltung: Wolfgang Weingart

Schriftentwurf und Typografie: Wolfgang Weingart

Material/Technik: Fotocollage

Donation: Wolfgang Weingart

Eigentum: Museum für Gestaltung Zürich / ZHdK

