

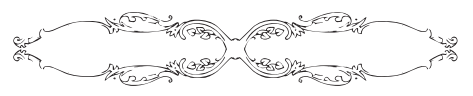
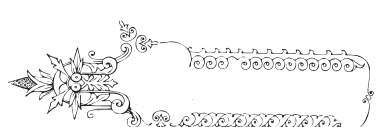
# Intellecta's



ornaments from the rare, valuable  
and amazing **Allerlei Zierat** book from  
**Schelter & Gieseck (1902)**. a research and free  
interpretation by **Intellecta Design**

# Allerlei Zierat I

This encyclopedic specimen book of the Leipzig, Germany type foundry and printing supply house J.G. Schelter & Giesecke features, as the title indicates, all kinds of decoration for supplying printing of every type. On the title page, the firm boasts winning grand prize in 1900 in Paris (presumably at the Exposition Universelle). It is hard to do justice in a short description to the variety of styles (traditional, Jugendstil, etc.) and categories (certificates, letterheads, borders, ornaments, exotic motifs, flowers, animals, silhouettes, menus, greeting cards, vignettes humorous and otherwise, images of bicyclists, occupational symbols, portraits, Classical figures, religious art, heraldry, ships, trains, athletes, etc., etc.) offered in this volume. Some of the examples are printed in color, most are in black-and-white. The Jugendstil cover of this copy shows minor wear and soiling. The plate of "Gust. Carlsson & Co., Stockholm" is attached to the front pastedown. A small fraction of pages show minor soiling, a pencil notation or a short closed tear. Two of the fold-outs at the back have a little more damage-one is missing a 1x2 inch piece along the margin, the other has a 3-inch closed tear and an edge which is crumpled. A RARE SPECIMEN FROM THE INTELLECTA'S RARE BOOKS LIBRARY



# Allerlei Zierat 2

