









How can we think of a world without decoration? But, what is a good decoration? When does a curve really help in the concept we are trying to give?

In mid Century XX there was a general thought which was leading design and of course type-design to a non-decorative world.

-The form follows the function-Triple f phrase.

Nowadays, we have realised those ideas were obsolete.

Despite the fact type designing has its own rules, we realised it is sometimes better to break them: I am not referring the word break as being blind or rebel; I understand there are particular rules that cannot be broken, but I want to explain that sometimes the results are more interesting when we want more. More than the common things. With my partner Sabrina M. López we had a rule when creating Aphrodite Slim. A rule that is a synonym of the question "what if?", simple but really effective, it inspires us encouragement.

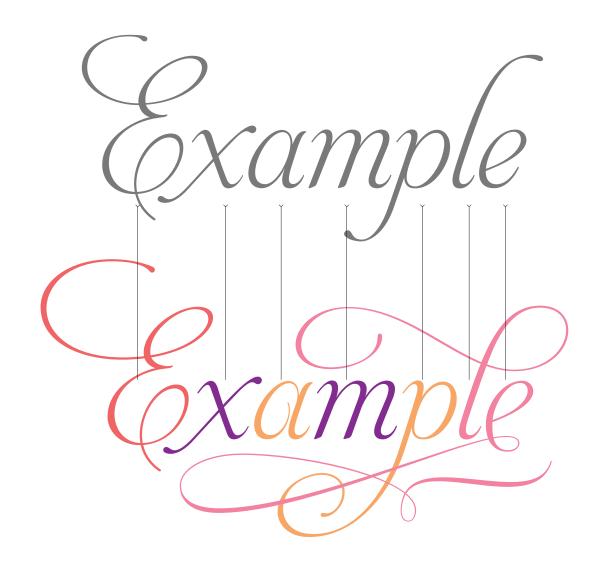
Aphrodite Slim is our present to the world of typographers and designers. It is to show that not being too centered or stubborn in what we do is a garantee to obtain very comforting results. Knowing, looking, practising and of course risking are the essentials for designers in order to do something

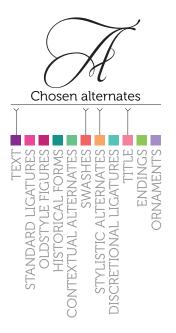
Aphrodite Slim is our special type. A mix of decisions that finally gave this beauty as a result.

We encourage artists to try the question "what if?", it is often amazing how things can get when we make art without being affraid.

[Maximiliano R. Sproviero]

special.









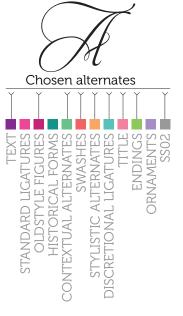








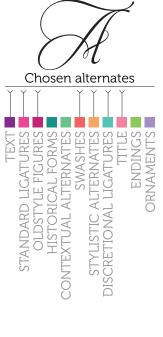




















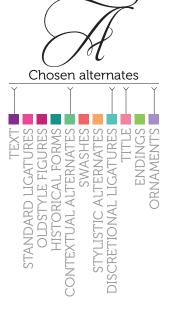
















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