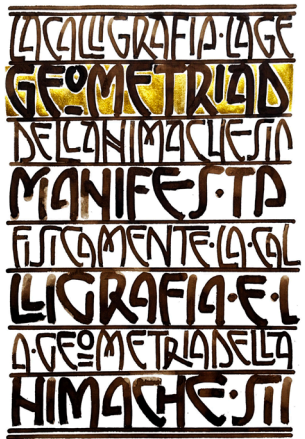


Friends of Calligraphy is pleased to present a two-day workshop with

# Massimo Polello

## *The Freedom of Art Nouveau*



This workshop will examine the fluid, expressive, and sometimes idiosyncratic letters created by Art Nouveau artists and designers from the 1890s through the early twentieth century. Across Europe, these artists and designers created lettering that broke away from traditional expectations of classical proportions, predictable placement of thicknesses, notions of internal balance, consistent spacing, and legibility. Sometimes the letters undulated, swelled, or created unexpected contortions in keeping with the taste for floral and natural shapes and dynamic movement. Art Nouveau was a time of glorious freedom for letters, which were an integral part of design, on par with illustrations and ornaments. These letters are *drawn*, distancing themselves sharply from classical calligraphy.

We witness for the first time what we now call “lettering design” that is, a kind of “typeface” of the period. Students will be introduced to the wide range of letters and forms of the Art Nouveau

period. We will analyze and explore the methods and techniques used by these artists and designers, focusing on the varied possibilities of deformations to make letters elegant and functional for aesthetic composition. Students will be guided to create first their own monogram, then simple words, and finally even more complex compositions intertwining these magnificent shapes.

**Massimo Polello** is a highly respected calligrapher and designer from Turin, Italy with over twenty years’ experience. His work includes designing packaging, logos, interior design, and murals. He studied calligraphy at the Toulouse Scriptorium and with numerous calligraphers and internationally recognized master penmen. One of his specialties is studying historic writing models and drawing on them to produce contemporary work. Massimo is involved in promoting calligraphy in Italy and all over the world. He has taught in four international conferences and for Friends of Calligraphy and other guilds. His work has been shown in many journals including *Letter Arts Review* and in various galleries throughout the world. He has been the President of the calligraphy guild in Turin, *Dal Segno alla Scrittura*. Massimo’s web gallery is available at [lacalligrafia.com](http://lacalligrafia.com).



**Friday & Saturday, February 22 & 23, 2025**

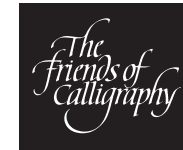
9:30 am – 4:30 pm

Letterform Archive

2325 Third Street, Floor 4R, San Francisco

\$210 for FOC members / \$240 for non-members

All levels of experience welcome



Registration opens **January 20, 2025**.

You may register online at 8:00am that day at [friendsofcalligraphy.org/pages/classes.html](http://friendsofcalligraphy.org/pages/classes.html). Scroll to **The Freedom of Art Nouveau** workshop

and click on the Pay Now button. Or send a check, payable to Friends of Calligraphy, *postmarked no earlier than January 20*, to Elena Caruthers, 234 Willamette Avenue, Kensington, CA 94708. Please include your email address and phone number. This class is limited to 20 participants. If more than 20 registrations are postmarked or made online on January 20, participants will be selected in a blind lottery from those registrations, with priority given to members. To join Friends of Calligraphy, include a separate check for \$40 or join online on the FOC Join web page: [friendsofcalligraphy.org/pages/join.html](http://friendsofcalligraphy.org/pages/join.html).

Workshop fees are refundable until February 8, 2025; after that date only if your space can be filled from a waiting list. **Questions? Please contact Elena at [elena.caruthers@gmail.com](mailto:elena.caruthers@gmail.com) or 510 390-1853.**

