

The image features a dark grey background with a large teal-colored shape on the left side. This teal shape is composed of several rectangular and trapezoidal sections, separated by thick black lines. The top-left corner of the teal shape is a vertical rectangle. A diagonal black line descends from the top-right corner of this rectangle to the top-left corner of a larger trapezoidal section. A horizontal black line then extends from the right side of this trapezoid to the left edge of the teal shape. Another diagonal black line descends from the top-right corner of this horizontal line to the top-left corner of a second, smaller trapezoidal section. Finally, a vertical black line descends from the bottom-right corner of this second trapezoid to the bottom edge of the teal shape. The text 'Rhodora & Eskesta' is positioned in the upper right area, overlapping the dark grey background.

Rhodora  
&  
Eskesta

## RHODORA & ESKESTA

Rhodora and Eskesta (አስክሲታ) were designed together as a harmonious family. Rhodora was inspired by the work of Joseph Blumenthal in the 1930s and the poetry of Ralph Waldo Emerson (“The Rhodora”). Eskesta, named after a traditional shoulder dance, follows Rhodora’s lead, with a slender calligraphic style from 17<sup>th</sup>-century Ethiopia. Rhodora and Eskesta are serious and sober, but sympathetic. Created for magazines and newspapers, with support for Amharic and European languages, Rhodora and Eskesta speak clearly in print.

# Rhodora is:

regular

**bold**

*italic*

*featuring*

- \* SMALL CAPS
- \* LIGATURES
- \* FRACTIONS
- \* PROPORTIONAL OLDSTYLE FIGURES
- \* PROPORTIONAL CURRENCY SYMBOLS



# Eskesta is:

regular

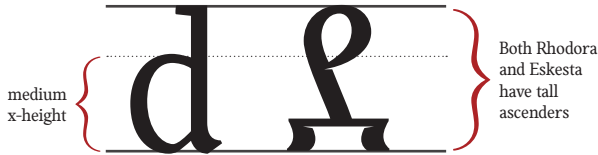
ፊደል (FIDEL OR ALPHABET)

*featuring*

- \* GE'EZ FIGURES
- \* GE'EZ PUNCTUATION
- \* THE UNICODE 1200 CHARACTER SET FOR AMHARIC

## PROPORTIONS

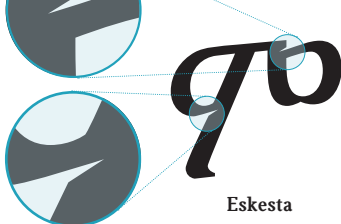
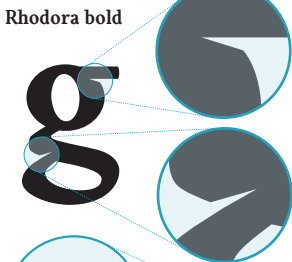
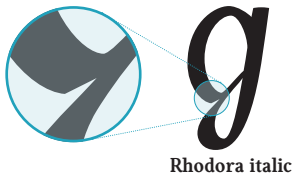
Although they represent different scripts, Rhodora and Eskesta were drawn together with complementary proportions.



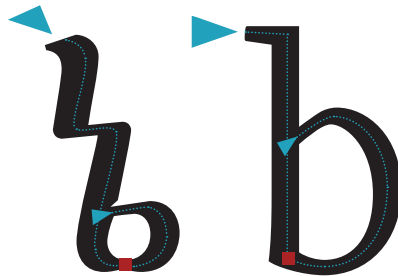
## FEATURES

Eskesta features a slightly bolder stroke than Rhodora. Even so, it is lighter than most Ethiopic-script typefaces. Both are shaped by a slow steady calligraphic stroke. To enhance legibility, the bold and italic share distinct typographic cuts with Eskesta for consistent character reproduction on low-quality paper or unpredictable presses.

## TYPOGRAPHIC CUTS



## STEADY STROKES



The latin stroke follows the Ethiopic hand, with thicker verticals and thinner horizontals.



Both have instrokes that begin with the edge of a broad-nibbed pen which round into curves.

## Street Smart

at ground level

**N**EW YORK streets usually offer mere glimpses into people's apartments and town houses, so it isn't every day that you walk past a storefront and realize that you're staring straight into someone's living room—and dining room and kitchen. Which is just fine with this apartment's owners, the fashion designer Lela Rose and her husband, Brandon Jones, a hedge fund manager. Along with their two young children, the couple lives happily on view to their downtown neighbors in an expansive ground-floor space (plus parts of two subterranean floors) that was designed by Amale Andraos and Dan Wood, the founders of the seven-year-old company Work Architecture.

"We've always been about ground-floor living," Rose explained as she conducted a tour of the apartment; this is the third such space that she has lived in. But at 6,000 square feet, this one is big, with a 94-foot-long main space that houses the living, dining, kitchen and media areas, as well as a back annex that contains bedrooms, an office and a cozy "tequila nook" for tastings. An interior this generous could easily feel cavernous, but between Work's clever spatial demarcations



PHOTO: Elizabeth Felicitia/Bestworks/Corbis

**HOSPITALITY SWEET:** Ground-level lofts are quickly becoming the new "it" thing.

and Rose's quirky decorating, it feels gracious and relaxed—much like its owners.

Andraos and Wood conceived what they called a "gradient," or progression, of zones, from public to private: an airy, 16-foot-high living room at the front, with plenty of wall space for art; a bamboo-paneled "Shaker box" that contains a bar, concealed storage and a dining table that rises from the floor; a kitchen with an informal dining area; and a media room with a sleeping loft for visiting cousins. Next, a space the architects call the Void contains a steel-grille stair that connects the front of the apartment to a three-story wing of more private spaces like the bedrooms; the wing was reconfigured to give the two underground floors greater ceiling heights. The Void also contains

**"WE'VE ALWAYS BEEN ABOUT  
GROUND-FLOOR LIVING"**

the Stitchevator, an elevator in the shape of a Monopoly hotel for Stitch, the family's Norwich terrier, who doesn't do stairs.

Rose and Jones are big entertainers, so the entire front part of the apartment can become a sort of endless dining room (or a fashion runway), when a glass table descends from the ceiling and custom-made extensions are added to the tables in the kitchen and media room (designed by David Ellison with Rose), linking all the tables together.



## BOLD

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

.,:“( [{0123456789} ] ) ”?! ”

## ITALIC

*ABCDEFGHIJKLMN*

*OPQRSTUVWXYZ*

*abcdefghijklmn*

*opqrstuvwxyz*

*.,:“( [{0123456789} ] ) ”?! ”*

## LIGATURES, SMALL CAPS, FRACTIONS, PROPORTIONAL FIGURES &amp; SYMBOLS

ff fb ffb fi ffi fh fhh fj ffj fk ffk fl ffl

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

$\frac{1}{2}$   $\frac{1}{4}$   $\frac{3}{4}$  1234567890

\$ £ € ¢ ¥ ¤

Despite the success of the Jupiter mission, NASA wanted more data prior to sending the first American into space, and decided to test the Mercury spacecraft and its Redstone rocket on a precursory suborbital flight with a chimpanzee taking the place of an astronaut. On 31 January 1961, Ham soared into spaceflight history with a perfect launch from Cape Canaveral, clearing the way for Alan Shepard to follow. A similar scenario preceded the orbital flight of astronaut John Glenn, when a feisty chimp named Enos completed a two-orbit mission. It was then judged safe to launch Glenn on his own historic mission.

RHODORA REGULAR; 8/10 PT.

*Despite the success of the Jupiter mission, NASA wanted more data prior to sending the first American into space, and decided to test the Mercury spacecraft and its Redstone rocket on a precursory suborbital flight with a chimpanzee taking the place of an astronaut. On 31 January 1961, Ham soared into spaceflight history with a perfect launch from Cape Canaveral, clearing the way for Alan Shepard to follow. A similar scenario preceded the orbital flight of astronaut John Glenn, when a feisty chimp named Enos completed a two-orbit mission. It was then judged safe to launch Glenn on his own historic mission.*

RHODORA ITALIC; 8/10 PT.

**Despite the success of the Jupiter mission, NASA wanted more data prior to sending the first American into space, and decided to test the Mercury spacecraft and its Redstone rocket on a precursory suborbital flight with a chimpanzee taking the place of an astronaut. On 31 January 1961, Ham soared into spaceflight history with a perfect launch from Cape Canaveral, clearing the way for Alan Shepard to follow. A similar scenario preceded the orbital flight of astronaut John Glenn, when a feisty chimp named Enos completed a two-orbit mission. It was then judged safe to launch Glenn on his own historic mission.**

RHODORA BOLD; 8/10 PT.

Despite the success of the Jupiter mission, NASA wanted more data prior to sending the first American into space, and decided to test the Mercury spacecraft and its Redstone rocket on a precursory suborbital flight with a chimpanzee taking the place of an astronaut. On 31 January 1961, Ham soared into spaceflight history with a perfect launch from Cape Canaveral, clearing the way for Alan Shepard to follow. A similar scenario preceded the orbital flight of astronaut John Glenn, when a fiesty chimp named Enos completed a two-orbit mission. It was then judged safe to launch Glenn on his own historic mission.

RHODORA REGULAR; 10/12 PT.

*Despite the success of the Jupiter mission, NASA wanted more data prior to sending the first American into space, and decided to test the Mercury spacecraft and its Redstone rocket on a precursory suborbital flight with a chimpanzee taking the place of an astronaut. On 31 January 1961, Ham soared into spaceflight history with a perfect launch from Cape Canaveral, clearing the way for Alan Shepard to follow. A similar scenario preceded the orbital flight of astronaut John Glenn, when a fiesty chimp named Enos completed a two-orbit mission. It was then judged safe to launch Glenn on his own historic mission.*

RHODORA ITALIC; 10/12 PT.

**Despite the success of the Jupiter mission, NASA wanted more data prior to sending the first American into space, and decided to test the Mercury spacecraft and its Redstone rocket on a precursory suborbital flight with a chimpanzee taking the place of an astronaut. On 31 January 1961, Ham soared into spaceflight history with a perfect launch from Cape Canaveral, clearing the way for Alan Shepard to follow. A similar scenario preceded the orbital flight of astronaut John Glenn, when a fiesty chimp named Enos completed a two-orbit mission. It was then judged safe to launch Glenn on his own historic mission.**

RHODORA BOLD; 10/12 PT.

Despite the success of the Jupiter mission, NASA wanted more data prior to sending the first American into space, and decided to test the Mercury spacecraft and its Redstone rocket on a precursory suborbital flight with a chimpanzee taking the place of an astronaut. On 31 January 1961, Ham soared into spaceflight history with a perfect launch from Cape Canaveral, clearing the way for Alan Shepard to follow. A similar scenario preceded the orbital flight of astronaut John Glenn, when a feisty chimp named Enos completed a two-orbit mission. It was then judged safe to launch Glenn on his own historic mission.

RHODORA REGULAR; 11.5/13 PT.

*Despite the success of the Jupiter mission, NASA wanted more data prior to sending the first American into space, and decided to test the Mercury spacecraft and its Redstone rocket on a precursory suborbital flight with a chimpanzee taking the place of an astronaut. On 31 January 1961, Ham soared into spaceflight history with a perfect launch from Cape Canaveral, clearing the way for Alan Shepard to follow. A similar scenario preceded the orbital flight of astronaut John Glenn, when a feisty chimp named Enos completed a two-orbit mission. It was then judged safe to launch Glenn won his own historic mission.*

RHODORA ITALIC; 11.5/13 PT.

**Despite the success of the Jupiter mission, NASA wanted more data prior to sending the first American into space, and decided to test the Mercury spacecraft and its Redstone rocket on a precursory suborbital flight with a chimpanzee taking the place of an astronaut. On 31 January 1961, Ham soared into spaceflight history with a perfect launch from Cape Canaveral, clearing the way for Alan Shepard to follow. A similar scenario preceded the orbital flight of astronaut John Glenn, when a feisty chimp named Enos completed a two-orbit mission. It was then judged safe to launch Glenn on his own historic mission.**

RHODORA BOLD; 11.5/13 PT.





የኢህአዴግ ም/ቤት ስምንተኛ ድርጅታዊ ስበሰባውን ከትናንት ጀምሮ እያካሄደ ሲሆን የድርጅቱን እቅድ ስና ለና አቅጣጫ እየገመገመ መሆኑ ታውቋል። በወያኔ ሓርነት ትግራይ ሊቀመንበር በአቶ መለስ ዜናዊ ሊቀመንበርነት የሚመራው የድርጅቱ ሥራ አስፈጻሚ ሪፖርት ማቅረቡም ተነግሯል። በሪፖርቱም መሠረት ነገሮች ሁሉ በተቀመጠላቸው አቅጣጫ እየተጓዙ መሆናቸው ተገልጿል። ለወደፊቱም በየደረጃው የሚገኙ መንግሥታዊና ድርጅታዊ አስፈጻሚ አካላት ትኩረት ሰጥተው እንዲቀሳቀሱባቸው የሚያስፈልጉ አቅጣጫዎች እየተነደፉ መሆኑም ተነግሯል። ባለፈው የድርጅቱ ሰባተኛ ስበሰባ ላይ የተላለፉ ውሳኔዎች ተግባራዊ በመሆናቸው ድርጅቱ ለሚቀጥለው ምርጫ ሙሉ ዝግጅት ማድረጉን፣ ተቀናቃኝ የፖለቲካ ድርጅቶችን አከርካሪ በመሰበር አስጊ ሊሆኑ ወደማይችሉበት ደረጃ ማውረዱን፣ በነጻው ፕሬስ ስም መንግስታዊ ባልሆኑ የበጎ አድራጎች ድርጅት ስም የሚንቀሳቀሱትን የተቃዋሚ ኃይላት የሚቆጣጠርበት መፍትሔ ማበጀቱን።

ESKESTA; 8/10 PT.

የኢህአዴግ ም/ቤት ስምንተኛ ድርጅታዊ ስበሰባውን ከትናንት ጀምሮ እያካሄደ ሲሆን የድርጅቱን እቅድ ስና ለና አቅጣጫ እየገመገመ መሆኑ ታውቋል። በወያኔ ሓርነት ትግራይ ሊቀመንበር በአቶ መለስ ዜናዊ ሊቀመንበርነት የሚመራው የድርጅቱ ሥራ አስፈጻሚ ሪፖርት ማቅረቡም ተነግሯል። በሪፖርቱም መሠረት ነገሮች ሁሉ በተቀመጠላቸው አቅጣጫ እየተጓዙ መሆናቸው ተገልጿል። ለወደፊቱም በየደረጃው የሚገኙ መንግሥታዊና ድርጅታዊ አስፈጻሚ አካላት ትኩረት ሰጥተው እንዲቀሳቀሱባቸው የሚያስፈልጉ አቅጣጫዎች እየተነደፉ መሆኑም ተነግሯል። ባለፈው የድርጅቱ ሰባተኛ ስበሰባ ላይ የተላለፉ ውሳኔዎች ተግባራዊ በመሆናቸው ድርጅቱ ለሚቀጥለው ምርጫ ሙሉ ዝግጅት ማድረጉን፣ ተቀናቃኝ የፖለቲካ ድርጅቶችን አከርካሪ በመሰበር አስጊ ሊሆኑ ወደማይችሉበት ደረጃ ማውረዱን፣ በነጻው ፕሬስ ስም መንግስታዊ ባልሆኑ የበጎ አድራጎች ድርጅት ስም የሚንቀሳቀሱትን የተቃዋሚ ኃይላት የሚቆጣጠርበት መፍትሔ ማበጀቱን።

ESKESTA; 10/12 PT.

የኢህአዴግ ም/ቤት ስምንተኛ ድርጅታዊ ስበሰባውን ከትናንት ጀምሮ እያካሄደ ሲሆን የድርጅቱን እቅድ ስና ለና አቅጣጫ እየገመገመ መሆኑ ታውቋል። በወያኔ ሓርነት ትግራይ ሊቀመንበር በአቶ መለስ ዜናዊ ሊቀመንበርነት የሚመራው የድርጅቱ ሥራ አስፈጻሚ ሪፖርት ማቅረቡም ተነግሯል። በሪፖርቱም መሠረት ነገሮች ሁሉ በተቀመጠላቸው አቅጣጫ እየተጓዙ መሆናቸው ተገልጿል። ለወደፊቱም በየደረጃው የሚገኙ መንግሥታዊና ድርጅታዊ አስፈጻሚ አካላት ትኩረት ሰጥተው እንዲቀሳቀሱባቸው የሚያስፈልጉ አቅጣጫዎች እየተነደፉ መሆኑም ተነግሯል። ባለፈው የድርጅቱ ሰባተኛ ስበሰባ ላይ የተላለፉ ውሳኔዎች ተግባራዊ በመሆናቸው ድርጅቱ ለሚቀጥለው ምርጫ ሙሉ ዝግጅት ማድረጉን፣ ተቀናቃኝ የፖለቲካ ድርጅቶችን አከርካሪ በመሰበር አስጊ ሊሆኑ ወደማይችሉበት ደረጃ ማውረዱን፣ በነጻው ፕሬስ ስም መንግስታዊ ባልሆኑ የበጎ አድራጎች ድርጅት ስም የሚንቀሳቀሱትን የተቃዋሚ ኃይላት የሚቆጣጠርበት መፍትሔ ማበጀቱን፣ የተለያዩ የህብረተሰብ ጋር መቀራረብ መፍጠሩን በማውሳት ድርጅቱ የተከተላት ቻውን አቅጣጫዎች አወድሷል።

ESKESTA; 11:5/13 PT.

# ታሪክ እንሥራ! Let's make history!

በዓለም ላይ የኢኮኖሚ ቀውስ ተንሠራፍቷል ሲባል፣ እኛ በኢኮኖሚው ዘርፍ ታሪክ ለመሥራት የሚያስችግረን ሊመስል ይችላል። ከፈለግን ግን በኢኮኖሚው ዘርፍ ታሪክ መሥራት እንችላለን።

It may seem that in the backdrop of the global economic crisis it will be next to impossible for Ethiopians to make history in the economic arena. But if we have the will to do so there is no reason why we can't.

የምርጫው ዓለም አቀፋዊ ደረጃ አልተጠበቀም፣ አንድ ፓርቲ 98 በመቶ በማግኘት ስለአሸነፈ ለደሞክራሲ ጥሩ አይደለም የሚሉ አስተያየቶችን ከውጭም ከውስጥም እንሰማለን። ከፈለግን ግን በደሞክራሲም ታሪክ መሥራት እንችላለን።

There are views, both from outside and within, that the May elections were not up to international standards and did not augur well for democracy in Ethiopia as the Ethiopian Peoples' Revolutionary Democratic Front (EPRDF) and its allies won 99.6 percent of parliamentary seats. But if we have the will we can make history on the democracy front.

የፌዴራሊዝም አወቃቀር ስድስት ደረጃ ተከፋ፣ ብሔር፣ ብሔረሰብ ብቻ ማለት ስድስት ደረጃ ለእያንዳንዱ የሚታዩ የሚወቅሱም አሉ። ከፈለግን ግን በዚህ ዙርያም ታሪክ መሥራትና ሀቀኛ የአንድነት ተምሳሌት መሆን እንችላለን።

Criticisms that the ethnic federalism Ethiopia follows leads to the polarization of its people abound. But if we have the will we can make history by becoming models who exemplify genuine unity.

የዓለም ባንክ አልረዳም አለ፣ አሜሪካም ተቆጣች፣ አውሮፓውያንም ቅር አላችው የሚሉ ትችቶችን እንሰማለን። ከፈለግን ግን በዓለም አቀፍ ግንኙነት ከምዕራቡም፣ ከምስራቁም፣ ከክርስቲያኑም፣ ከሙስሊሙም፣ ከአረቡም፣ ከአይደሁዱም፣ ከጥቂሩም ከነጩም ጋር የሚያስተማርና የሚያስተማምን ግንኙነት በመፍጠር፣ ታሪካዊ የሆነ የዓለም አቀፍ ግንኙነትና የዲፕሎማሲ ታሪክ መሥራት እንችላለን።

Some Ethiopians fret whenever the World Bank, the IMF, the US government, the European Union and other donors and lenders express displeasure with the country. But if we have the will we can establish durable ties with the West and the East, Christians and Muslims, Arabs and Israelis, blacks and whites, etc and make history in international relations and diplomacy.

ስንቱን እንጥቀስ? ብቻ በሁሉም መስክ ታሪክ መሥራት እንችላለን። ታሪክ እንሥራ!

We can go on and on. The important thing, however, is that we can make history in anything we put our mind to. So let's make history!

**GERMAN**

Sein erstes Buch, *Nature*, veröffentlichte er im Alter von 33 Jahren. In dieser Sammlung von Essays tritt er für seinen Glauben ein, dass Menschen in einfacher Art und Weise mit der Natur und natürlich mit sich selbst leben sollen. Seine Vorlesungen *The American Scholar* (1837) und *Address at Divinity College* (1838) führten 1838 zu seiner Suspendierung von der Harvard Universität.

RHODORA REGULAR; 9/10.5 PT.

**CZECH**

V září 1836 Emerson anonymně uveřejnil svůj první esej „Příroda“ (*Nature*) a s dalšími stejně smýšlejícími intelektuály založil Transcendental club, který se stal centrem jejich „transcendentalistického“ hnutí. Roku 1837 měl pro studentský klub slavnou přednášku „Americký učenec“, kde vyzýval posluchače, aby se snažili o literární nezávislost na Evropě. Téhož roku se sprátelil s Henry Davidem Thoreau a o rok později na pozvání Harvard divinity school proslulou přednáškou *Divinity school address*, kde odmítl biblické zázraky i Ježíšovo božství, což vzbudilo velké pohoršení a dalších 30 let nebyl na Harvard pozván.

RHODORA REGULAR; 9/10.5 PT.

**SPANISH**

Publicó de forma anónima su primer libro, *Nature*, en septiembre de 1836; en él exponía los fundamentos de su filosofía; el 31 de agosto de 1837 pronunció un discurso en la sociedad Phi Beta Kappa, “El estudiante americano”, en el que proclamaba la independencia literaria de los Estados Unidos y recomendaba vivamente a los americanos crear su propio estilo de escritura, liberado del europeo; el 15 de julio de 1838 Emerson pronunció un discurso, conocido como *The Divinity School Address*, decisivo para la historia del Unitarismo. Recogió algunos de estos trabajos, discursos y conferencias en su primer libro de *Ensayos* (1841). Insólitamente para tratarse de un producto filosófico de origen norteamericano, pronto se tradujeron al francés y al alemán y fueron respetuosamente reseñados en la *Revue des Deux Mondes*.

RHODORA REGULAR; 9/10.5 PT.

**FRENCH**

Il publie anonymement son premier livre, *Nature*, en septembre 1836. Un an plus tard, le 31 août 1837, il fait un discours désormais célèbre devant le club Phi Beta Kappa : « *The American Scholar* (en) ». Dans son discours, Emerson déclare l'indépendance littéraire des États-Unis et recommande vivement aux Américains de créer leur propre style d'écriture, libéré de l'Europe.

RHODORA REGULAR; 9/10.5 PT.

**POLISH**

Ralph Waldo Emerson nie stworzył spójnego systemu filozoficznego. Również dyskurs jego mów i pism był (w duchu rewolucyjnych poglądów myśliciela) próbą zerwania z tradycją i odkrycia nowego środka wyrazu. Richard Rorty napisał o dziełach Emersona, że nie są one “ani historią intelektualną, ani filozofią moralną, ani epistemologią, ani społecznym proroctwem, lecz wszystkim tym zmieszanym w nowy gatunek”.

RHODORA REGULAR; 9/10.5 PT.

**TURKISH**

Boston'a döndüğünde kendini gezilere ve konferanslara veren Emerson böylece ülkenin tümünü yakından tanıma olanağı buldu. 1835'de Concord Massachusetts'de bir ev aldı ve ikinci eşi Lydia Jackson ile evlendi. Concord'da Nathaniel Hawthorne ve Henry David Thoreau ile dost oldu. Eskiden verdiği vaazların yerini konferansları aldı. Zamanla ünü ABD'yi aştı, Avrupa'ya kadar yayıldı. Nietzsche, “kendimi Emerson'a o denli yakın buluyorum ki onu övmekten çekiniyorum, çünkü kendimi övmüş gibi olmaktan korkuyorum” diyordu. Birkaç yolculuk sayılmazsa hep Massachusetts Concord kasabasında yaşayan Emerson 27 Nisan 1882'de öldü.

RHODORA REGULAR; 9/10.5 PT.

**ITALIAN**

Nel 1836, Emerson pubblica il suo primo libro, *Nature e fonda*, con altri intellettuali il periodico *The Dial*, che servirà da tribuna di confronto per il movimento del Trascendentalismo e che, dal 1840 al 1842, verrà diretto dalla scrittrice Margaret Fuller. Durante quegli anni non fu risparmiato dalle sciagure. Nel 1842, a soli cinque anni, morì di scarlattina il figlio Waldo. Nel 1872 la sua casa venne distrutta da un incendio. Nel frattempo aveva visitato altre due volte l'Europa, nel 1847 e nel 1872.

RHODORA REGULAR; 9/10.5 PT.

**ICELANDIC**

Emerson fjarlægðist trúarleg og félagsleg viðhorf samtímamanna sinna, og 1836 í ritgerð sinni *Náttúra, mótaði hann og lýsti hugmyndafræði forskilvitlegar hughyggju* (Transcendentalism). Sem afleiðing af þessari jörð-brot vinna hann gaf ræðu rétt *The American Scholar* í 1837, sem Oliver Wendell Holmes, Sr talin vera “America's Intellectual Sjálfstæðisyfirlýsing”. yfirvegaður einn af the mikill mælskumönnum af tímanum, ákafi Emerson og virðing fyrir áhorfendur hans enraptured mannföldi. stuðning hans við abolitionism seint á ævinni búið til ágreining og á stundum var hann með fyrirvara um misnotkun frá mannföldi á meðan talaði um efnið.

RHODORA REGULAR; 9/10.5 PT.



## LOCKS LOVE

*Keeping it young & healthy!*

(hair)

*A young age doesn't EQUAL YOUNG HAIR. For most of us daily heat styling, eating diets high in processed foods and using hair products packed with chemicals, means our hair age won't necessarily MATCH THE DATE on our birth certificates. So we called on top hairstylists for their tips to ensure your hair stays healthy, shiny and GROWS STRONGER FOR LONGER.*

*by Amy Lawrenson*

## How hair ages

There are two ways our hair ages; the first is self-imposed factors otherwise known as 'chronological ageing' – "sun exposure, colouring, chlorine pollution, heat styling and poor quality hair products make the hair dry, brittle and weak" explains Trichologist Tone Maleedy of Avia Hair LTD.

The second is hormonal changes which occur as we grow older, "the progressive loss of hormonal activity over time, ultimately results in slower scalp activity" says Billie Crago, owner of The Chapel hair salon.

But how do you know your hair isn't as strong as it should be? Split ends are a tell-tale sign of weak hair but there are other signs to look out for too. Dull hair and excessive tangling are indications that your hair isn't in great condition. If left untreated your hair can become brittle and lose its elasticity.

## The long and the short of it

Everyone knows that you should have your hair trimmed every six weeks, nothing new about that. You need the ends cut regularly to prevent any splits from travelling up the hair shaft, which can mean, in the most drastic cases, going for a crop if you're tardy with your appointments. Getting your haircut right and eliminating irreparable split ends will give you the best foundation to work with.

Most salons cut the hair wet which makes it hard for the stylist to detect dry areas, split ends or what the style will look like dry. This is where Michael Van Clarke's revolutionary Diamond Dry Cut, from £47, comes into play. At Michael's salon all his stylists are taught to cut hair dry. Hair is washed and rough dried before the cut begins. By cutting dry, Michael is able to carve a shape out of your hair that suits your face shape, the texture and movement of your hair, as well as adhering to your styling preferences.

If length is a priority for you and you avoid the salon for fear your stylist may get carried away with your 'trim', then head to Headmasters for a Maxi, £150. This technique involves cutting out the split ends without taking any of the length off – clever.

## The right shampoo

If you find your hair just won't grow try LA Science's shampoo, £14, it is fast becoming a beauty industry secret and the results are impressive with hair looking thicker and markedly longer after just one bottle's worth of use.

Another shampoo worthy of note is the Rahua Shampoo which is brand new to the UK. Gwyneth Paltrow featured the brand on her website Goop so it is A-list approved.

## HAIR APPARENT

*Tips for caring for your tresses*

**...Try to avoid sodium chloride which is used in many shampoos to thicken the shampoo and as a foaming agent.**

Look for conditioners rich in vegetable oils such as olive and avocado, these can help to protect the hair and prevent the signs of ageing..

**Keep the use of straighteners to a minimum as they can cause terrible damage**

Always use a comb, rather than a hairbrush on damp hair..

**If you do use a hairband, try to tie ponytails loosely and at different points so as not to put constant pressure on the same areas**

---

**ABOUT**

Rhodora and Eskesta family were designed by Sarah Schumacher as a requirement of the 2010 masters program in typeface design at the University of Reading.

---

**WITH GRATITUDE**

Many thanks to all those who offered instruction and criticism throughout the year: Gerry Leonidas, Fiona Ross, Gerard Unger, my fellow classmates, Tutu Melaku, former MATD graduates and visiting instructors throughout the year, and the patient staff at the department of Typography and Graphic Communication.

---

**CREDITS**

Text was borrowed for use in this specimen from the following publications: *New York Times Magazine*, p. 5; *Cabinet* magazine, flysheet, pgs. 8, 9, 10; *The Ethiopian Reporter* pgs. 11, 14; *Zethiopia.com* p. 13; *Wikipedia* pgs. 15-16; *Elle magazine*, UK edition pgs. 17-18.

© Sarah Schumacher 2010 [www.sarahschumacher.com](http://www.sarahschumacher.com)

ወ/ሮ አዜብ በአቶ ስብሐት ነጋ ምትክ የኤፈርት ኃላፊ ሆነ  
ው በአቶ መለስ ዜናዊ የተሾሙት በቅርቡ መሆኑ ይታወሳል።  
*Bellicose bangers and mash “meat” high expectations*

# “El futuro es hoy”

Fancy a cuppa? £.75! Never have I paid so much for so little, Mr. Pettyworth...  
*IMPLODING NEW BUILDINGS, EXERCISING YOUR FREEDOM*

Ég fylgist með þér hvernig þú  
hreyfir þig bak við veggfóðrið

፣ 101 ጊዜ ከድቶናል። ለማንኛውም ነገሩኮ ውሎ ሳያድር በሳምንትና ወራት ጊዜ ውስጥ ይታወቃል።

# IT REQUIRES A HANKER-CHIEF AND A CODEBOOK

¾ a tablespoon of sugar; ½ a cup of flour; 4 eggs; ¼ a teaspoon of vanilla extract;

# A cabinet of wallpaper

*She had the tight Frankie Ds on: white on white ones, a pink bubble goose and pink bubblegum. I'm like: DAMN!!!*

# CENTURIES OF OBSCURITY

\$525,600.00 for the car; ¢0.33 left for rent.

# ምን ያህል ሰው ታስሯል?

it officially generates abstractions

Blame it on growing up in a house full of knickknacks; his parents were antique dealers.

# Enjoying injera in Addis Abeba

THERE IS AN ARGUMENT TO BE MADE THAT SYMMETRY IS INDEED NATURE'S DEEPEST PHYSICAL PRINCIPLE.

Jego wpływ stał się widoczny również w poezji amerykańskiej  
tak znaczących autorów jak Walt Whitman czy Allen Ginsberg.

ካሁን በኋላ በየሳምንቱ እየወጣሁ ስለ መንግሥትን አንቅስቃሴ መግለጫ አለጣለሁ ብለው የተነሱት አቶ በረከት ስምዖን ባለፈው ሳምንት የመጀመሪያውን መግለጫ ሰጥተዋል።



The image features a minimalist, abstract composition. A dark grey background is partially filled with large, solid red shapes. A prominent dark grey diagonal line runs from the top right towards the bottom left, intersecting a horizontal dark grey line. These lines create a series of geometric shapes, including rectangles and triangles, in both red and dark grey. The overall effect is clean and modern.

Designed by Sarah Schumacher  
© 2010