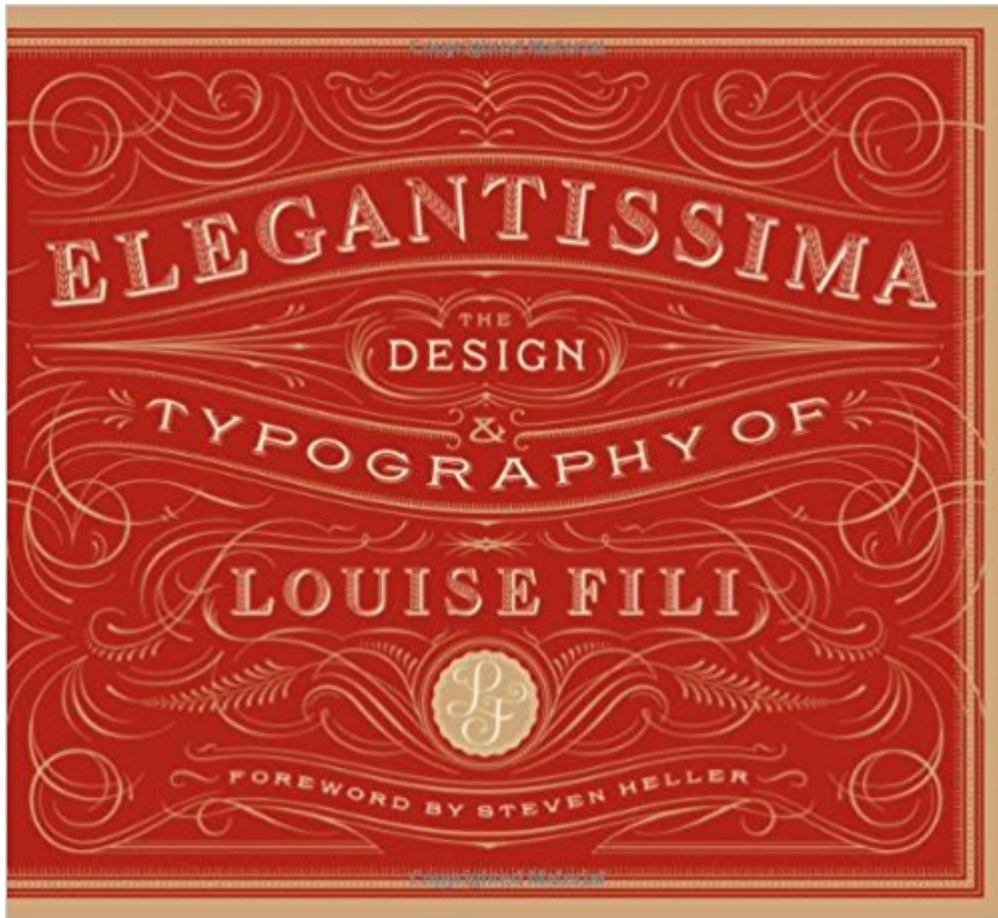




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# Elegantissima: The Design And Typography Of Louise Fili



## Synopsis

Louise Fili has been an inspiration for designers around the world since the 1980s, when she raised the bar on book cover design, creating close to two thousand jackets as art director for Pantheon Books. In 1989 Fili founded her own graphic design studio, Louise Fili Ltd, and branched out into the fields of restaurant and food packaging design. Her lavish and elegant typography, often hand drawn, helps advertise and market such well-known brands as Sarabeth's, Bella Cucina, Jean-Georges, and Good Housekeeping, among many others. Known for her intense attention to detail, her fresh reinterpretation of vintage sources, and her passion for all things Italian, Fili has won numerous awards. *Elegantissima*, the first monograph on her work, covers the breadth of her nearly forty-year design career and is a must-have for graphic design students and professionals, as well as anyone interested in advertising, food, restaurants, Italy, and books.

## Book Information

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## Customer Reviews

"An image-heavy book that will make type and design nerds drool." -- Bust magazine  
"*Elegantissima* is evidence of [Fili's] success. The monograph is filled with case studies, anecdotes, and luscious spreads from an extraordinary career's worth of design. Most of the book will make you hungry, or at least move up your plans to go to Europe. *Bellissima!*" -- Imprint  
"*Appropriately* lavish and stunning, *Elegantissima* is the perfect showcase of Fili's intricate, arresting, and always elegant work." -- Brain Pickings  
"Long known as something of a revolutionary in the field of book-jacket design, Fili took her distinctive and elegant old-world style to the food-packaging industry in 1989.

There she brought a whole new level of sophistication to everything from candybar wrappers to wine bottles-and you can find many of them here." -- Entertainment Weekly"While this book is more monograph than how-to, it offers the reader a cogent reason for why the work is made, therefore it serves as an inspirational and aspirational guide." - Omnivoracious"The 256-page monograph is a steal at \$40 and a must for package designers and both print and digital typographers." -- InteriorDesign.com"Sumptuous logos, books, menus, and packaging abound, but the unexpected treat comes in the form of case studies: sketches, inspirations and design process. Not to be missed." --Communication Arts" When it comes to food, you probably don't know Louise Fili's name but you may very well recognize her work. If you've ever dined at The Mermaid Inn, Back Forty, or Artisanal in New York City, eaten Tate's Bake Shop's cookies, spread some of American Spoon's jam on bread, or poured a glass of Bartlett Winery's wild blueberry wine, you've seen Fili's designs... Graphic designers are sure to appreciate this book--not only for Fili's professional legacy but also for its historical point of view." -- Epicurious.com

Louise Fili is director of Louise Fili Ltd, a New York-based design studio specializing in logo, package, restaurant, and book design. Formerly senior designer for Herb Lubalin, Louise Fili was art director of Pantheon Books from 1978 to 1989, where she designed close to 2000 book jackets. Fili has taught and lectured on graphic design and typography, and her work is in the permanent collections of the Library of Congress, the Cooper Hewitt Museum, and the Bibliothèque Nationale. She is a member of the Art Directors Hall of Fame, and received the medal of lifetime achievement from the AIGA. Fili is the author of *Elegantissima*, published by Princeton Architectural Press. She has also written *The Civilized Shopper's Guide to Florence* and co-authored *Italianissimo*. With her husband, the design historian Steven Heller, she is co-author of *Italian Art Deco*, *British Modern*, *Dutch Moderne*, *Streamline*, *French Modern*, *Deco España*, *German Modern*, *Design Connoisseur*, *Counter Culture*, *Typology*, *Stylepedia*, *Euro Deco*, *Scripts*, and *Shadow Type*.

Wish BIGGER and far MORE photos of her book covers. I don't care that much about her bottle and food designs. As others noted, the images needed to be LARGER. Layout is a bit wonky. Which is very weird, considering this book is about one of THE most famous and influential graphic designers. You know, layout. But hey, if you are a fan, it still delivers some joy. PS I am not a graphic designer per se. More a photographer, fine artist. But I taught graphic design in colleges, after my graphics and fine art education. I've been attracted to Louise Fili's book covers for a long time. My

first purchase of any of her (and her huz) books. Of course I'd love to own them all!! A gal can dream, right!

As you will notice this little jewel has already received an impressive collection of five star reviews. And they're there for good reason. This is one beautiful book. The assortment of advertising and typographical examples Louise Fili has assembled makes for very delightful viewing. The book offers a wide variety of both her own work and classic period pieces. As one who does not make his living in this field I can only appreciate this work from the aesthetic point of view. That alone, however, makes this volume well worth owning. For one employed in the trade I can't imagine passing it over. I have several books by Steven Heller and Louise Fili and this husband / wife collaboration has produced some real treasures. I can only imagine what wonders are housed in their combined archives. They are both to be thanked for making so much of their painstaking research and amazing collection available to the rest of us. Louise is incredibly gifted in her ability to incorporate the beautiful scripts, ornamentation and images of a bygone era and give them a contemporary look. She, singlehandedly, puts to rest the old canard - "never judge a book by its cover". I have no doubt the packaging she creates outshines most of the products contained therein. I would add, in addition to the obvious visual merits of this book, Mrs. Fili is quite a wordsmith. She has a definite flair for turning a phrase. Her ability to create prose with a such a decided flourish is rather unique in the genre of the art book. Typically one glides through these books content in just appreciating the images while overlooking the cumbersome writing. Her's is a pleasant exception. The production quality of this book is all one could hope for and well deserving of its contents. I am quite pleased with this purchase and can't imagine anyone being otherwise. Louise Fili and Steven Heller are certainly prolific but none of their output seems to suffer as a consequence. The only regrets I have felt after finishing one of their books is that there were too few pages. What better compliment!

A designer with such a distinct style that she is in command due to demand. Gorgeous volume of work with explanations on concept. One word describes this book ... delicious. Other than a mention of setting type in lead in her student days and hand-lettering, there is nothing about her production methods, something I wouldn't mind learning about. A book showcasing of some of her vast design work.

This is a BEAUTIFUL book and made a GREAT present for my friend who is a professional artist.

Thank you, Sincerely, Diane O. Gibson

Louise Fili has been creating elegance for decades. It is her singular contribution to contemporary graphic design. Her real magic is taking the best, the familiar and the iconic from the past and making it fresh again. This book is so delicious I want to eat it.

Beautiful examples of topography

I love Louise Fili's work and this allowed me to sit and relish each design and learn more about her process as a fellow graphic designer.

Louise Fili's collected work is an utter delight for anyone who loves typography and design. Fili's creativity, vision and obvious love of beauty and style (in all its forms) are reflected in this stunning book.

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