



Sample Cover

TITLE	HANDSTYLE LETTERING: 20th Anniversary Boxset Edition From Calligraphy to Typography
ISBN	978-988-74629-8-9
SPECS	256pp / 190mm x 205mm (H) Soft cover
PRICE	£39.95 / US\$54.95
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TARGET MARKET	Fans of hand-lettering & calligraphy; hand-lettering & calligraphy beginners; artists & illustrators



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Portrait by Low Weakness

INTERVIEW

RYLSEE

Berlin, Germany
IG:rylsee - FB:rylsee

A.k.a. RYLSEE, Cyril Vouilloz loves to instill moments of mundane city life into hand-drawn letters. His own brand of graphic humour spices up murals, installations and items on SNEER.com, a clothing label he started with his brother.

How did you become a letterer?

Letters and logos are something I've always been drawn to. When I was teenager, all I cared about was skateboarding, which along the way taught me about design, photography, graphic composition, film, music and friendship. But it is only during my studies in graphic design in Geneva, that I truly learnt about "proper typography" and that it is a bit too restrictive for me. I started to play with type and mix graffiti, illustration and a bit of everything I like in my work. It took me years of experimentation, so if you are feeling stuck in the grey zone, my advice is to follow what your guts tell you, and you'll find your way.

Do you see yourself more as a designer or a calligrapher?

Well, I'm just having fun with letters.

What's your creative style?

It's like a milkshake flavour where I blend together humour, lettering, graffiti, illustration and design.

What role does hand-lettering play in different areas of our visual world today?

I believe what's interesting about letters is that almost everybody can relate to the discipline because (almost) everybody writes. Letters give me the power to share ideas, thoughts and lame jokes with the world. I deeply like the idea that a drawing I post online or paint on a wall can potentially make someone's day! :)

Define good hand-lettering.

As I say in my Skillshare class, if you can hear the sound of your drawing it means you're on the right way.

How do you work from conception to execution?

I always have my sketchbook with me. Writing thoughts down, "stealing" from people's conversations in the metro or reading stuff on walls is part of my daily creative process. I then try to visually translate what surrounds me in the everyday life into some thoughtful font compositions. Most of my font compositions, as complex as they appear, are all born from a simple idea. What seems to touch fans of my work most is the honesty in it. I said to a friend one day that "I would never trust someone who doesn't like pizza." We both laughed out loud at this statement, and I thought: This is a great life advice that I should share with the world!

How do you choose the mediums to work with and what do you use?

Even though a lot of my work is on paper, I feel comfortable using pretty much all kinds of mediums. I love to create regardless of the medium. I suppose the sketchbook is just the most convenient option. Hehehe. :)

Name one most common misconception about hand-lettering you know and tell us the truth.

Well done doesn't mean interesting.



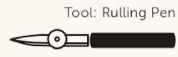
Drying Time, 2014. Acrylic on plywood.



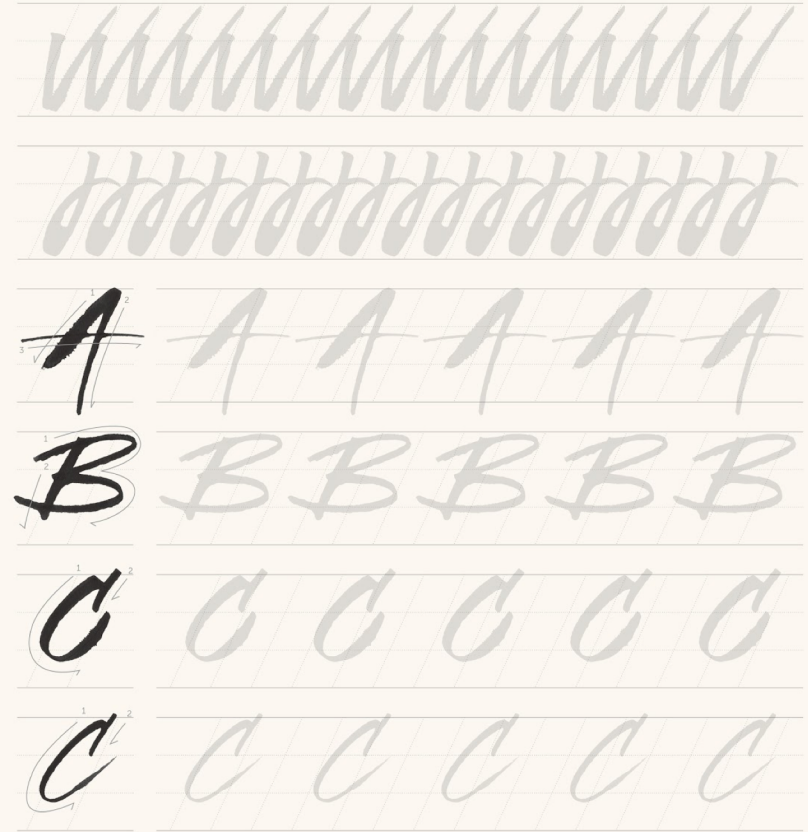
Stoff aus Frankfurt
Media : Pencil, Felt Pen, Digital



We Never Sleep / Never Get Enough / Cabinet of Curiosities / Back to the Roots
Media : Pencil, Felt Pen, Digital



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HANDSTYLE
LETTERING
20TH ANNIVERSARY
EDITION

Artful and elegantly balanced
handwriting affects the
viewer's eye, from the delicate to
the bold, the decorative to
the functional. Handstyle lettering presents
a wide range of styles and
possibilities, from the traditional to
the contemporary.

FROM CALIGRAPHY
TO TYPOGRAPHY

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ART
TALK

THE
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Hand-Lettering
Guide

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