

Use fraktur

not just for everything that makes it

only a mental

anachronically called gothic, it was more

bastard

reminds us that Western European scripts are not so universal, and finally

non-global

paving the way for other local and vernacular forms of writing

inefficient

resisting speed, optimization, far removed from the geometric rationality of modernity

unreadable

against neutral and invisible typography for airports, ads and transparent interfaces

hated by nazis

because of its presumed Jewish heritage, but above all they thought it was

non-exportable

in there „age of steel and iron, glass and concrete“, it has been described as

ugly & weak