

This unique typeface is based on the alphabet drawn in the late 1920's by Joseph Sinel (b. 1889). Joseph Sinel grew up in New Zealand and Australia. He began his career in the art department of Wilson & Horton Lithographers. In 1919, He was the first to use the term "industrial design" in

reference to drawing of industrial objects used in ads. He later relocated to New York and published several books on lettering and trademarks. He designed trademarks for businesses such as the art Institute of Chicago, the Archaeological Institute, Doubleday Doran and Hoffman Ginge

Ale. He also designed many functional objects such as the Remington typewriter and his six foot tall metal scales with skyscraper motifs exhibited at the Metropolitan Museum of Art's recent exhibition, "American Modern, 1925-1940: Design for a New Age." P22 created this typeface circa 2000.

He also designed objects that epitomized the streamlined look of the art deco period.

sinel

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