

SHOWSTOPPERS HOUSE INDUSTRIES

LETTERS AND LIGATURES
NOVEMBER 8–DECEMBER 5
SUBLIMINAL PROJECTS
LOS ANGELES, CALIFORNIA

Graphic designers *love* their fonts. They know them all by name, and they can identify each when spotted through public usage. Various font characteristics are often subconsciously spouted in a casual breath like need-to-know facts. As a writer's customary modus operandi is word nerd, graphic designers are genuine letter lovers. But the fundamental necessities of syntax and lexigraphy are not to be overlooked. Visual nomenclature grabs everyone's attention. Period. How? Billboards. Advertisements. Greeting cards. Logos. Slogans. Follow?

House Industries is a pioneer of this alphabet-based business, and guaranteed they're behind more products you've purchased or used

than you realize. Their department of artists have made indelible and considerable impact on the world of design. So a show was in order, and Subliminal Projects Gallery hailed as host. *Letters and Ligatures* consists of prints, patterns, installations, and sculptures based on House Industries' 15-year journey into the world of, well, letters and ligatures. I mean, knowing that the best work is the pleasurable variety, House's dedicated artists agree the harmonious arrangement of symbol parts and the art of sentence structures are so authoritative, hell, "They might as well look good." And that they did. These artists understand the time, energy, and creative commitment required on every design, thus a strengthened bond between artist and font is inevitable.

Lacquered wood
Each 24" tall
2008

"The two work closely together, first coming to an understanding of the project's origins and meaning, then translating that abstraction into something that compliments but doesn't distract from the main idea. In essence, in *Letters and Ligatures*, House Industries invites us to share in that close bond and is proof of House's instrumental role as innovators and directors in the multifaceted communications of our society." Told you. They love their fonts so much they dedicated a whole show to 'em. InTO It. —Erin Dyer

