



Press Release

OT L22 Bold, the new font inspired by the historical typewriter Lettera 22

Ivrea / Rome, 12 November 2021

OT L22 (acronym of “Olivetti Type Lettera 22”) is a type design project that encloses the founding principles of Olivetti’s style and expertise: Italian spirit, mobility, lightness, and beauty.

The font, created for the 70th anniversary of Lettera 22, recalls the “Olivetti Style,” which is now part of Italian and world creativity DNA. Cappelli Identity Design Studio, and more specifically, Emanuele Cappelli, Antonio Pace and Lorenzo Properzi, designed the font in collaboration with Associazione Archivio Storico Olivetti.

Lettera 22 is one of Olivetti’s most significant international successes, a valid symbol of Italian design and the Country’s intellectual elite. Widely used by famous journalists and writers, the typewriter Lettera 22 contributed to the positioning of made in Italy worldwide. This iconic object is currently part of the permanent design collection at MoMA - Museum of Modern Art in New York. The typewriter signed by Olivetti and designed by Giuseppe Beccio and Marcello Nizzoli remains a symbol of Italian culture. Among the 21 letters that compose the Italian alphabet, Lettera 22 (letter 22) is the symbolic 22nd grapheme required to form words.

After seventy years from its first appearance, we want to celebrate Olivetti’s world and the timeless Lettera 22 to reaffirm the company’s values through a digital font available for all and on all devices.

In its Bold version, the OT L22 font responds to the demands of our time and can be used on print and digital media. Just as Lettera 22, this font successfully serves the needs of its time and becomes a faithful companion for writers, journalists, and creatives.

You can download the OT L22 Bold font for free at:

<https://www.archivistoricolivetti.it/ot-l22/>

Concept and implementation

The OT L22 Bold design blended historical and formal research with an analysis of the Fifties, creatively reinterpreted with a modern tone. From a taxonomical point of view, the style recalls the first “grotesque” and “gothic” typefaces that appeared in the late nineteenth century as a reaction to the changes brought by the Industrial Revolution, which inevitably affected Olivetti’s communication style.

Implemented in *Open Type Format and Web Open Font Format*, OT L22 Bold is an unprecedented project combining historical and technical expertise in an author interpretation that resulted in this formally and technically original font.

Quotes:

“The OT L22 Bold font project combines traditional and innovative aspects of our history adapted for digital communication purposes, to broaden the dialogue from real to virtual communities.” The President of Associazione Archivio Storico Olivetti VP, Head of Communication & External Relations in Olivetti **Gaetano di Tondo** has stated.

“Designing for Olivetti is a great honor for a Designer. Not only it means sharing the values of a community and a company, but also being compared to the big names who made the history of design.” CEO, Creative Director & Designer at Cappelli Identity Design **Emanuele Cappelli**, has commented.

ASSOCIAZIONE ARCHIVIO STORICO OLIVETTI

Established in 1998 in Ivrea by Olivetti, in partnership with the Adriano Olivetti Foundation and supported by public and private stakeholders, Associazione Archivio Storico Olivetti collects, reorganizes, stores, studies, and promotes the documentary heritage of Olivetti's Company and Family.

The collection, which includes documents, letters, publications, posters, drawings, photographs, films, and products, is systematically subject to a work of archival research and progressive digitalization.

Associazione provides consultancy to scholars and researchers, collaborates with private and public entities to organize cultural events, offers a permanent exhibition within its offices, works in the organization of exhibitions, events, conferences, and publications to promote the dissemination of Olivetti's history and values.

Associazione Archivio Storico Olivetti provides its audience with new valuable tools to discover and share the successes of Olivetti's #StoriaDiInnovazione. This institution offers digital content through its social networks and creates multimedia thematic routes available on the website www.storiaolivetti.it. It also runs the online free platform Archivi Digitali Olivetti, which collects more than 400,000 archival records from the documentary collection.

CAPPELLI IDENTITY DESIGN

Cappelli Identity Design is a design, communication, and digital strategies studio.

The studio, founded in Rome by Emanuele Cappelli in 2010, develops national and international projects, with an identity resulting from the combination between design and strategy.

Brand, visual and exhibit design, interaction design, web design, digital strategy, digital corporate identity, and community management, to quote some competencies of this studio. Cappelli Identity Design uses different communication codes to meet the needs of its national and international Clients, which include, among others, Emirates, Fondazione TIM, CIR Group, Fondazione CRT, Fondazione TIM, Fondazione Adriano Olivetti, Istituto Luce Cinecittà, Gruppo Kering, Gruppo San Donato, Morrow Sodali, New York Tag, Olivetti, RUFA, Snam, Sogefi, Terna, TIM Sparkle.

In April 2019, Cappelli Identity Design decided to invest in restructuring a historical building in Rome that now hosts the studio and has become a cultural and creative exchange place. It is a space designed to host arts residencies and foreign fellowship students. Cappelli Identity Design recently opened an office in Turin, within the innovation hub OGR Tech.

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