



## **LUCA BARCELLONA**

### Calligrapher

Luca Barcellona is a graphic designer and calligrapher based in Milan. His study into lettering led to his experience with everything from graffiti and classic calligraphy, to large wall paintings, typography and letterpress printing. He now teaches calligraphy with the Associazione Calligrafica Italiana and holds workshops in several European cities.

In 2003 he founded the collective Rebel Ink with Rae Martini and Marco Klefisch, launching with a live exhibition of calligraphy, writing and illustration. He has gone on to participate in many international collective exhibitions and has recently published his first monographic book "Take Your Pleasure Seriously" by Lazy Dog press.

#### **How did you begin practicing calligraphy?**

I always had a great passion for lettering, I stepped through graphic design and graffiti since I was a teenager and when I discovered calligraphy I said to myself: "Wow, this is my thing!". Since then, I've never put the pen down. Calligraphy is a great filter to live your life.

#### **What did you want to achieve with the script you created?**

I tried to find some alternatives on the classical letterforms made with a pointed pen; something less curvy or decorative in the details that matches better with a Swedish product. Not so easy!

#### **What made you decide that you had finished the final script after many iterations?**

I wrote the same sentence for days, and for 8-9 hours consecutively before showing the final design: At the end of the day you're so deeply focused on the details that you're not able to choose one design. So the morning after, with a clear mind, we looked at the dozens of options hanged on the wall, and we immediately selected three main layouts. Then they chose the final design.

#### **What impact has your script had on the bottle?**

There's a saying on the definition of type: "Typography is calligraphy without mistakes". With handwriting you have something unique, and every serif or flourishing is the result of a study exactly on the sentence you work on. Is not typesetting anymore, you work to obtain a picture.