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Hotel Granvia Nihon
Okayama, Japan,
Lumière Lobby Lounge

The brothers Louis Jean and Auguste Lumière, chemists, inventors, and cinematography pioneers, developed the first motion picture machine. Coincidentally, *lumen* is the Latin word for light, and in French *lumière* means lamp. In this instance it is the name of Hotel

Granvia's lobby lounge. Comprehensive design 1 is a style that was prevalent in the 1930s. The script form of the cap **E** found its way into fonts of the period: Allegro, Bernhard Fashion, Cancelleresca Bastarda, Caslon swash, etc. The tail of the large cap **L** echoes the **R**'s

tail; both are reminiscent of Baskerville. Design 2 is based on Litho light; design 3 is a softened contemporary sans. Design 4, a modified and condensed version of Radiant, attempts to mirror the Art Deco, postmodern spirit of the hotel's interior with a biform, a mix of same-

Lumière

Lumière

height caps and lowercase. Note the **u** and **m**. Design 5, the chosen design, is a condensed Times New Roman, evidenced by the heavily bracketed and pointed horizontal serifs. While the **r** is a Perpetua form, the **es** are true italic Oldstyle, with their strong carriage of weight around the

bottom curve; they resemble Garamond and Caslon. The stroke that forms the eye of the **e** is heavily weighted. Note that the interior spaces of the **m** are narrower than that of the **u**, which prevents the multiple form from admitting too much white space. The x-height is

large, and the **L** is weighted more than the lowercase to color evenly. Most of the comprehensives use the grave accent in a pronounced manner, as a design element.

LUMIÈRE 1.

LUMIÈRE 2.

LUMIERE 3.

LUMIÈRE 4.

Lumière 5.

E

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Allegro

Bernhard Fashion

Cancelleresca Bastarda

Caslon 471

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Pencil comps for Hotel Granvia's French restaurant that reference 1920s and 1930s fonts, designed to match the Art Deco interiors. Script **E**s were fashionable in the 1920s and '30s; those in the first comp are typical.

r

Perpetua

u

Times New Roman

e

Adobe Garamond