



GOTTLIEB

Sidney Gottlieb was a CIA scientist who carried out macabre and extreme mind control experiments while exploring possibilities for future chemical and technological warfare during the 1950/60s.

The typeface Gottlieb, in its narrow and italic style,

forms conflict between voids of positive and negative

space. The physicality of its razor sharp glyphs give

severe and awkward signals which intensify illegibility,

counter-figurative to that of the reader.