



# THE HINDENBURGLINE PROJECT

by  
Creyghton & van Duijnhoven



- ◆ We have not been idle. The concept “If only we had spoken the same language!” was presented to a number of parties to see how we can get it to work. The reactions are almost unanimously positive and meanwhile we have welcomed the first sponsors. With each newsletter we give one of them extra attention. This time it is the famous type- and book designer Rudo Hartman, who designed the Hindenburgline Logo.
- ◆ On a small scale we distribute our handmade brochure to potential supporters of the 100Friends idea. The first Friends have now registered. Thank you that! You will make it possible to for the project at this early stage to make our first steps. We are modestly on the way but certainly can use many friends and supporters to make a succes of our Quest.
- ◆ The first 100Friends meeting is scheduled for Sunday June 9. Then the first Friends can collect their chosen photographic work that will be signed and numbered on the spot and gets a handwritten line from the poem Last Post, Lost Past by Serge R. of Duijnhoven.
- ◆ In a personal meeting mr. Guy Lootens, General Manager of the Novotel Ieper Centrum, agreed to support the Hindenburgline Project with a generous discount. With our sponsors and our 100Friends adjacent to the opening of the exhibition and book launch on Friday, January 22, 2016, we can stay overnight at the hotel.
- ◆ The multi-lingual website is UNDER CONSTRUCTION and in the capable hands of designers Attak 's-Hertogenbosch. The aim is to have it online mid-May. The conversion of the text in French, English and German is currently undertaken by native-speaking translators.
- ◆ Our newsletter will appear with a certain irregularity 3-4x per year. If you no longer wish to receive it then click on this button and you will be removed from our database:

[office@hindenburgline.eu](mailto:office@hindenburgline.eu)



lecturis



Frits Tjibout  
Artprints  
Prints & finishing



IEPER  
CENTRUM

WWW.1418.MOBI

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newsletter #1 / 24 April 2013



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is powered by

Rudo Hartman (The Hague, 1945)

- Over thirty years Rudo Hartman designs books, folders, posters, stamps and printing facilities. After graduation for a time he was the graphic handyman of the Hague scene. He did the layout of the youth magazine Music Express, Sextant and other Full House productions. At that time he also became one of the designers of publisher Bert Bakker. Hartman worked for four years in the preparation of the eighth edition of the Grote Winkler Prins Encyclopedia. Since 1983 he was book typographer for literary and scientific publishing: De Bezige Bij, Contact, Thomas Rap, de Historische Uitgeverij in Groningen. From 1983 to 2010 he was a professor typographical & illustrative design at the academy of arts & design AKV | St. Joost in 's-Hertogenbosch, the Netherlands.

Rudo Hartman is by far the most award-winning book designer of The Hague. Well known award-winning books of him are Hans Warren's *Geheim Dagboek* and Gerrit Komrij's *Bloemlezingen van de Nederlandse poëzie* /anthologies of Dutch poetry.

The designs he produced outside the book world, usually played out in cultural circles of his hometown The Hague. He worked for Bzztôh, the former Kijkhuis, he designed posters for Paard van Troje and he kept the typographic text and decorations in the prime minister's residence. For *Stroom Den Haag* he made signs and texts at the base from the Image Gallery of Peter Struycken.

Rudo Hartman in his designs always worshiped the letter. From that love his own alphabet of uppercase letters, was baptized "Rudeaux-Deluxe". The starting point was a logo he designed for publishinghouse Contact: a vital capital C, however with classic dimensions of sharp edges. In 1998 he made an in-house booklet in which the font was exhibited; 'De F van Fantekast en het vervolg van verder.'



*The letter H is specifically drawn to the company name 'HindenburgLine' and from there embedded in a graphic image which refers to building scaffolding, steel plates, shooting stands containing the bullet holes or declining bullets zip light and heavy artillery. The arrow shape refers the direction / progress to the far south. The ultimate goal of the long journey to Basel. r.H / april 2013*

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