

An Excerpt From  
**TYPOGRAPHY  
SKETCHBOOKS**

**Steven Heller & Lita Talarico**

published by

**PRINCETON ARCHITECTURAL PRESS**

**37 East 7th Street/New York, NY 10003**

© 2011 Steven Heller and Lita Talarico

## Michael Doret

Michael Doret, Los Angeles-based hand-letterer and founder of Alphabet Soup, has held on to quite a lot of the sketches that he's done during a four-decade career. Looking back over Doret's work, and specifically over these sketches, he says it becomes clear how much he was influenced by growing up in Brooklyn near Coney Island, the Brooklyn Dodgers, and Times Square. "There's nothing subtle about what I do, and it is all pretty much reflective of my love for low-brow signage, storefronts, billboards, sports ephemera, old movies, and anything and everything related to mid-century American pop culture. I can't help myself, and I can't keep these themes from bubbling to the surface."

Some artists create sketches that can stand on their own as works of art. "I do not believe that mine fall into this category," Doret says, "as they are all roughly drawn stand-ins for work that is intended to be much more tightly rendered. Perhaps what is distinct about them is the variety of approaches that I create for a single assignment that, although they are different, manage to fall into a single genre. If I try to look at my sketches as an outsider, I think that I might be struck by the endless design possibilities inherent in the twenty-six letters of the alphabet; that combining them with other design elements can open up endless varieties of imagery."



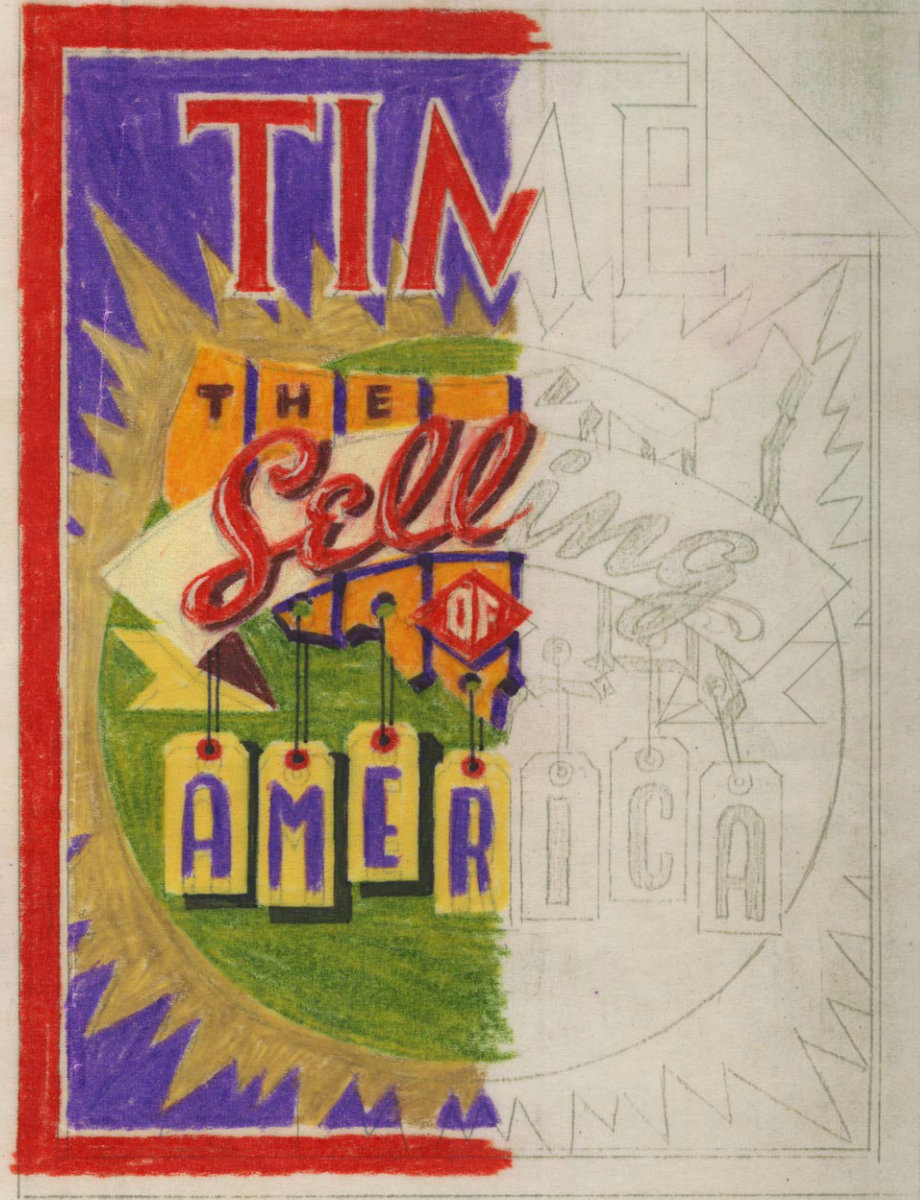
Ev cfw1 p2350

T \$ P S B D W

reelings to Morn

A h R k a d

Guaranteed gs



-   
 932  
 over
-   
 923
-   
 942  
 over
-   
 940  
 over
-   
 917  
 over
-   
 940
-   
 914
-   
 937
- 