ODERN TYPEFACES, characterized by consistently horizontal stress, flat and unbracketed serifs, and a high contrast between thin and thick strokes, were the final step in typography's two-hundred-year journey away from calligraphy. In the late eighteenth century the style was perfected, and became forever associated with two typographic giants: in Parma, Giambattista Bodoni (1740-1813), and in Paris, Firmin Didot (1764-1836). Didot was a member of the Parisian dynasty that dominated French typefounding for two centuries, and he's remembered today as the namesake of a series of Neoclassical typefaces that exquisitely captured the Modern style.

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"Didot gives text a classic and elegant feel"