

3D typography show takes shape at La Sierra University's Brandstater Gallery



Neon, steel, nylon kites, BandAids - these are among the materials typeface designer and professor Andrew Byrom uses to create his typographical works. And he's bringing his unique display to La Sierra University.

Byrom's show, "Upper Lower Open Closed: The Experimental Typography of Andrew Byrom" is on exhibit now through October 28 at La Sierra's Brandstater Gallery. The 20-piece display is available for viewing Monday - Thursday, 10 a.m. - 4 p.m. and Sunday, 2 - 5 p.m. Admission is FREE.

Byrom is currently a professor in the art department at California State University, Long Beach. An award-winning designer, Byrom has exhibited in competitions and galleries in New York, Chicago, Baltimore, Minneapolis and in other states. He counts New York Times magazine, McGraw Hill, Penguin Books, Fonthead Type Foundry and NIU Chicago Gallery among his typographic design clients. The December issue of Print magazine, a high-profile graphic design industry publication, will include Byrom's poster for La Sierra University's Visual Art Center.

Byrom became intrigued by the "rich history and tradition" of typeface design as well as its "endless possibilities for future exploration," he said. "Like many designers, I enjoy working with, and around, constraints. Perhaps typeface design appeals to me so much because its overriding constraint is so unambiguous -- the alphabet."

In a booklet prepared for the Brandstater Gallery exhibit, Byrom states that at times his three-dimensional typographical forms find their way into his more traditional, two-dimensional type designs. "But on occasions, my work has moved ...into unexpected areas such as furniture and product design."

For more information contact Larry Becker, Executive Director of University Relations for La Sierra University at 951-785-2460.



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