



**BIC® ball.** Oversized pen ball used as a stylized schoolboy's head in a BIC® ballpoint advertising campaign by Raymond Savignac in 1961 & incorporated one year later into the BIC® logo that has remained unchanged ever since.

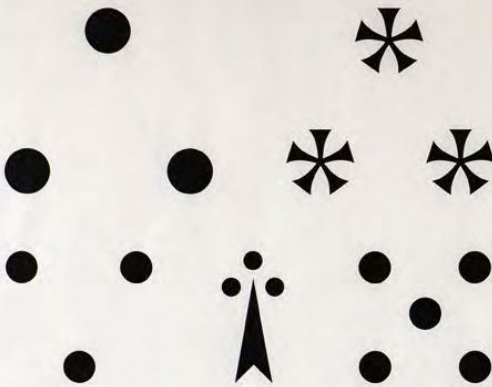
**Therefore. See because**

**Asterism.** 'Three asterisks calling special attention to word or passage'—OED. Nearly obsolete typographic symbol; often replaced by three or more asterisks in a row.

**Because. See therefore**

**Dot dot dotted ermine tail.** Most common form used in two-coloured fields of a regular pattern—such as ermine, ermines, erminois, and pean—called furs (as they originally represented various types of real fur) in heraldry. See ever-loosening coil

**Quincunx.** 'Arrangement of 5 objects set so that 4 are at corners of square or rectangle and the other at its centre'—OED. Sir Thomas Browne, in his *Garden of Cyrus* (1658), expounds on the astonishing natural recurrence of this pattern in art and nature.



**City of Glass letters.** One of the paths walked through New York by Peter Stillman's (supposed) father & observed by the detective author Daniel Quinn to spell out TOWER OF BABEL in Paul Auster's novella *City of Glass* (1985), the first volume of his *The New York Trilogy*. See Arthur Gordon Pym letters

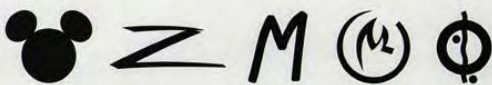
**Bloom.** James Joyce's sketch of Leopold Bloom, the thirty-eight year old advertising canvasser & main character of his *Ulysses* (1922), accompanied by the first line of Homer's *Odyssey*: 'Sing to me of the man, Muse, the man of twists and turns driven time and again off course...'

**'Putaphysics spiral.** Invented by Alfred Jarry (1873–1907), 'putaphysics' is to metaphysics what metaphysics is to physics. 'The science of imaginary solutions.' College of 'Putaphysics' founded in 1948; members include(d): J. Baudrillard, M. Duchamp, A. Jarry, the Marx Bros., R. Queneau, etc. See *Outipo emblem*

**Outipo emblem.** Founded in 1960, the *Quincunx de Literature Potentielle* explores the potentialities of literature. 'Rats who construct the labyrinth from which they plan to escape.' Members include(d): R. Queneau, F. Le Lionnais, J. Roubaud, P. Mathews, G. Perec, I. Cabanis, Latif, etc. See 'Putaphysics spiral'

WHACK OOMF! SLAM POW!

Whack. See Oomf! Pow! Slam Oomf! See Pow! Slam, Whack Slam. See Oomf! Pow! Whack Pow! See Oomf! Slam, Whack



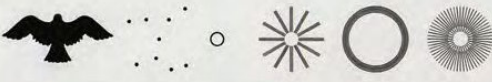
**Hidden Mickey.** Silhouettes of the Raggedy Ann Disney character 'Hidden Mickey' are concealed in numerous parks, studios buildings and other Disney-related features.

**The Mark of Zorro.** Scattered on the face of a villain by Zorro's register. First appeared in Johnston McCullum's pulp novella *The Curse of Capatzen* (1909), later reprinted in *The Mark of Zorro* (1918). See *M (Fritz Lang)*, *M (Blake and Mortimer)*, *The Mark of Zorro*, *Kib-wah* signs

**M (Fritz Lang).** Mark checked by the criminal underworld on the case of the child murderer in *The Mark of Zorro* (1918). See *M (Blake and Mortimer)*, *The Mark of Zorro*, *Kib-wah* signs

**M (Blake and Mortimer).** Signature mark of the villain checked at the crime scene or on future victims in *The Mark of Zorro* (1918). See *M (Fritz Lang)*, *The Mark of Zorro*, *Kib-wah* signs

**Kib-wah signs.** Signs of the pharaoh Kib-wah used by a secret society of necrotic traffickers to mark their victims in *The Mark of Zorro* (1918). See *M (Fritz Lang)*, *The Mark of Zorro*, *Kib-wah* signs



**Broadhurst's sign.** 'Mikemedia' signs. Common to the signposts of the Broadway Museum of Art Museum. Department also signs taken from the date books commemorating the museum's anniversary with the College Art Fair in 1971. See 'Mikemedia' signs

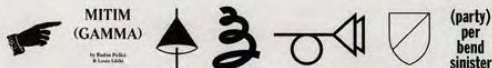
**Five stars.** Five stars in the glass from the time of the 'Mikemedia' signs. The stars are a symbol of the museum's anniversary with the College Art Fair in 1971. See 'Mikemedia' signs

**Mandala.** One of the four 'Mikemedia' signs. A symbol of the museum's anniversary with the College Art Fair in 1971. See 'Mikemedia' signs

**Optician's chart 1.** One of the four 'Mikemedia' signs. A symbol of the museum's anniversary with the College Art Fair in 1971. See 'Mikemedia' signs

**Optician's chart 2.** One of the four 'Mikemedia' signs. A symbol of the museum's anniversary with the College Art Fair in 1971. See 'Mikemedia' signs

**Optician's chart 3.** One of the four 'Mikemedia' signs. A symbol of the museum's anniversary with the College Art Fair in 1971. See 'Mikemedia' signs



**Handicap.** Peter's symbol. A symbol of the museum's anniversary with the College Art Fair in 1971. See 'Mikemedia' signs

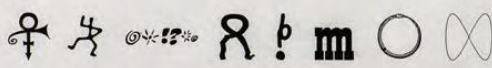
**Three mountains of an.** A symbol of the museum's anniversary with the College Art Fair in 1971. See 'Mikemedia' signs

**Evening star.** A symbol of the museum's anniversary with the College Art Fair in 1971. See 'Mikemedia' signs

**Handicap.** Peter's symbol. A symbol of the museum's anniversary with the College Art Fair in 1971. See 'Mikemedia' signs

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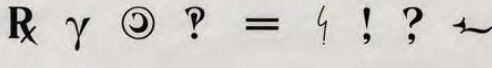
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## 47-MITIMGAMMA TYPE SPECIMEN

Third installment of an ongoing typeface design (after Mitim Alpha and Mitim Beta): a fount of maverick symbols, figures, and letters throughout history compiled from various sources including works of art, literature, and design, mathematics, heraldry, comics, music, medicine, film, etc.

– “MitimGamma,” Louis Lüthi & Radim Pesko, Dot Dot Dot #13, 2006

Louis Lüthi & Radim Pesko,  
Mitimgamma type specime, 2006,  
silkscreenprint, 124 x 89 cm