cholla

(choh-ya)

DESIGNED BY SIBYLL HAGMANN
The Cholla typeface family was designed by Sibylle Hagmann in 1998-99 and named after a species of cactus she encountered in the Mojave Desert.

Cholla was originally developed for the Art Center College of Design in Pasadena, California. There, art director Denise Gonzales Crisp and associate designer, Carla Figueroa, collaborated with Hagmann to create a series of fonts that would offer a great deal of variation. The variety was needed to echo the school's nine different departments, yet together the fonts had to exude a unified feel. It was first used in the radically designed 1999/2000 Art Center catalog which won an honorable mention in I.D. magazine and was also featured in Eye No. 31.

Originally Hagmann set out to design a typeface that, as she recalls, “I could feel comfortable making, first of all, and one that would serve a purpose and had a clear idea behind it, and something that I would want to use myself.” Stylistically Hagmann set out to create “12 cuts with slightly different personalities, with different ideas applied. For example the Bold weight isn’t simply the Regular with weight gain, but has bold letterforms with their own peculiar details. What all weights share and what is the necessary unifying detail is the tapered curve — marked out, for example, in the lowercase a’s right top and bottom of the bowl.” Gonzales adds: “The forms seemed classical as well. This combination could have a long life, and be timely. I also saw — at least in the beginnings of Cholla — forms that connoted hybrid, of interconnection, of human and machine growing together. These notions seem appropriate for a school that teaches design and art.”
CHOLLA IS THE SPINIEST AND MOST VICIOUS of all our cacti. Individual plants often congregate to form thickets on the dissected benches and alluvial fans issuing from the mouths of the large canyons. No other species presents such interesting forms or gives such fine color effects. The tracts of chollas with their blending of greens and browns are always alluring.

BECAUSE THE SEEDS ARE USUALLY STERILE, propagation is effected principally by detachment of the fleshy joints. The thickly interwoven needles are strongly barbed and once in the flesh stick with persistence and leave a painful wound. This species is seldom found on the Mojave Desert but is plentiful on the Colorado Desert.

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fine color effects

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Canyons

INDIVIDUAL PLANTS

vicious

Mouths of Canyons

dissected

STERILE

alluvial fans

Beautiful Tracts of Chollas

effected

STRONGLY BARBED
dissected benches

COLORADO

INTERWOVEN NEEDLES
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Spiniest and most vicious of all

**individual plants**

**Colorado**

Greens and browns are always alluring

**Effects**

Fleshy joints

Thickly interwoven needles

**Cholla**

Fine color effects

**alluvial fans**

Canyons

Individual Plants

**Colorado**

Dissected benches

**Mouths**

Buy all 6 packages and save $200! Cholla Volume $314.
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