



PRESS RELEASE ZETA FONTS / en_rev1

SUBJECT: Novarese's Stadio typeface edited by Zetafonts and the first Italian football poster tournament

Coppa Stadio: a forgotten font from italian type master Aldo Novarese to be discovered with the first Italian football poster graphic design tournament organized by Zetafonts type foundry

Starting from Monday 22 February, twenty of the best Italian designers are going to dribble with the letters of Stadio, a typeface designed by Novarese in 1974 and digitized only now by Zetafonts, in a virtual tribute to the italian seventies and their vintage charme.

Florence, February 17, 2021

On the occasion of the birth centenary of italian type master **Aldo Novarese**, [Zetafonts](#) foundry has developed the digital revival of the [Stadio typeface](#), a forgotten reverse contrast masterpiece designed by Novarese in the seventies, and published until now only as a rub-on transfer by the italian company [Reber R41](#). To honour its football-inspired name (*Stadio* is the Italian word for stadium) and its vintage look, Zetafonts foundry has organized the first Italian football poster tournament: **Coppa Stadio**. Twenty Italian visual studios and digital illustrators were invited to play with Novarese's letters to create a poster dedicated to a football team from their home region.

The result is a tournament between teams of different leagues, from first league top teams to small clubs in the lowest categories. **Coppa Stadio** is an inclusive and playful tournament, where **Hellas Verona** (poster designed by **Happycentro**), **Roma** or **Napoli** play alongside lesser-known clubs such as **Atletico Van Goof** (chosen for Emilia by **Rupert Graphic**) and **Brera Football Club**, that in the poster created by **LeftLoft** proudly declares itself to be *"the third team of Milan: never been in second or third league! (..but not even in the first...)"*.

There are even a couple of imaginary teams like the one that **Studio 23.56** evokes creating the poster for **Nebiolo Foundry's** Soccer Team, or **Coumba Freida**, created by **Arnica Design** as a tribute to one of the most characteristic valleys of Val d'Aosta, that becomes a symbol for a female vision of football.

*"We have conceived this championship as an opportunity to involve some of the top italian visual creators, selecting one for each of the 20 Italian regions." - says **Cosimo Lorenzo Pancini**, co-partner of **Zetafonts** - "It's a rare occurrence to handle such high quality and historical material as Aldo Novarese's type drawings. After a long work of digitizing to turn the original character into a large font family, we naturally desired to share the enthusiasm with those we knew would appreciate. And so the idea of a tournament between designers was born."*

Matches will be played weekly on Zetafonts instagram channel ([@zetafonts](#)) and [website](#), starting from **Monday 22 February**, with a literary commentary by **Fabrizio Gabrielli**, deputy editor of the online sports magazine **L'ultimo uomo** for Sky Sport and author of many other articles about italian football.

On **Monday 22 February**, the first day of the championship, we will have to keep an eye on the match between **All Fonts Are Bastards' Roma** and **Bob Liuzzo's Catania**, that is going to replay in digital form an historical 2006 derby that resulted in a memorable 7-0. For the following four Mondays until the final day of March 22, 2021, you have the chance to see the best Italian designers dribble with the letters of Novarese, and vote for your favourite team on the Zetafonts' Instagram stories.

THE TEAMS

The participants in **Coppa Stadio** are: [All Fonts Are Bastards](#) (Lazio), [Arnica Design](#) (Valle d'Aosta), [Basiq Design](#) (Friuli), [Dopolavoro](#) (Campania), [Francesco Caporale](#) (Calabria), [Happycentro](#) (Veneto), [Leftloft](#) (Lombardia), [Bob Liuzzo](#) (Sicilia), [Mister Gatto](#) (Marche), [Mooggeene](#) (Sardegna), [Muttnik](#) (Toscana), [Davide Pagliardini](#) (Liguria), [Francesco Paternoster](#) (Basilicata), [Francesca Perpetuini](#) (Abruzzo), [Rupert Graphic](#) (Emilia), [Giovanni Stillittano](#) (Trentino), [Studio 23.56](#) (Piemonte), [Sunday Buro](#) (Puglia), [Testimanifesti](#) (Molise), [Zup Design](#) (Umbria)

ABOUT THE STADIO NOW FONT FAMILY

Stadio is one of the most curious designs of Novarese for Reber R41: an **extra bold grotesque typeface** that is notable for its **reverse contrast**, with the horizontal lines being thicker than the vertical, historically called "Italian". The result is a dramatic effect, in which the letters seem to have been printed the wrong way round.

The font family developed by Zetafonts is called **Stadio Now** and consists of 2 styles, for a total of 18 weights (including the original weight which will bear the name of Novarese) and a "variable" version.

The family is presented as a work in progress: supporters that buy the prerelease version at a special price will be notified of new extensions to the family, which will include additional languages, alternate letterforms, and Open Type Features.

Stadio Now is created using unpublished material courtesy of Reber R41, thanks to Caterina Piatti, grandson of the founder and now CEO of the company.

CREDITS

Stadio Now: Revival design by Cosimo Lorenzo Pancini and Andrea Tartarelli, with Francesco Canovaro, Mario De Libero, Vika Usmanova (cyrillic version), Rania Azmi (arabic version), Shrishti Vajpai (devanagari version).

Marketing and communication team: Cosimo Lorenzo Pancini, Debora Manetti, Veronica Iodice, Sofia Bandini, Manuel Alvaro, Isabella Ahmadzadeh.

[IMAGES AVAILABLE AT THIS LINK](#)

External Communications Manager Ligature Srl / Debora Manetti / debora@zetafonts.com
Follow us on [Instagram](#), [Behance](#), [Facebook](#) or [LinkedIn](#) for more updates.



MORE FROM ZETA FONTS

Zetafonts is a digital type foundry based in Florence (Italy), established in 2001 by Francesco Canovaro, Debora Manetti and Cosimo Lorenzo Pancini

Over the years Zetafonts has been producing a prolific portfolio of high quality retail typefaces and font families, including language and symbols extensions: a vast range of innovative and stylish fonts suitable for digital and physical applications; in addition Zetafonts also offers custom type design services and branding consultancy to selected clients worldwide.

The complete catalogue is available in a wide range of commercial licenses [at this page](#), and on the web market by the major typeface resellers.

Zetafonts is part of Ligature, a brand focusing on type design culture.

Know more about **Aldo Novarese** and the **Stadio typeface rediscovering**

<https://zetafonts.com/blog/novarese-100-years/>

[IMAGES AVAILABLE AT THIS LINK](#)

Discover the **Zetafonts educational resource plan**:

An agreement, totally free-of-charge, offered by Zetafonts exclusively to visual design and communication universities and schools

> <https://www.zetafonts.com/edu>

Discover **Quarantype collection**:

In the spring 2020 Zetafonts released a collection of ten free typefaces for download: the Quarantype Collection to fight dark pandemic thoughts and spread some good karma with a free font twist (and an invitation to donate to the Italian Red Cross to counter the Covid emergency)

> <https://zetafonts.com/blog/quarantype-collection/>

Quarantype 2.0 is now going to be released: with a social tag-funding campaign, it is possible to encourage the development of one of the most popular fonts of the collection; know more about the project Sunshine Pro: a free for commercial font family of 4 weights + variable version.

> <https://www.instagram.com/p/CIJbcbWISAR/>