

BEGINNING

This letter is part of a project to reenact the historic letter exchange between Albert Einstein and Sigmund Freud from 1932. A crowd-funding campaign on Kickstarter supported by 357 backers from 37 different nations made this project come to life.

Each letter will be mailed from the same place and time of year they were sent 85 years ago in 1932. Both letters include the original German text and English translation.

Einstein's letter was mailed from Caputh, Germany. A copy of Freud's reply will be mailed to you in September from Freud's Viennese apartment, today home of the Sigmund Freud Archive Vienna.

This project is a follow up of two typographic projects: the Sigmund Freud Typeface and Albert Einstein font. Both projects set out to re-create the authors handwriting as computer fonts based on original manuscripts. The letter you received today is typeset using the Albert Einstein font to appear as close to the original as possible. For more information about fonts please visit: haraldgeisler.com

If you would like to write a reply to Einstein's letter, I would welcome a note, a long one or a short one, a handwritten one, a typed one per post or email to the address below. **All replies will be compiled and made available in a publication.**

To follow the project or learn more, please see EinsteinFreudLetters.org

85 YEARS ANNIVERSARY 1932 / 2017

On 30 July 1932 Einstein wrote to Freud. In December 1932, only three months after receiving Freud's reply, Einstein left Germany for a holiday in the US not knowing that he would never return. A month later in January 1933 the nationalist party took over the government. In early May students and professors would start the burning of books, including Freud's works.

In the circumstances when I started to draft the project, the uprising of populist and nationalist politicians were all over the news. Countries like the Netherlands and France were endangered to fall in the hands of nationalist populist parties. EU member countries like Hungary or neighbors like Turkey already being governed by populists. In Berlin a nationalist populist party (AFD) scored two digit votes, with plans to rewrite German history schoolbooks, defocussing the time between 1933 and 1945 and focus on more « heroic times. »

There are many differences between today and 1932, but looking back at the time of the publication of the letters, I felt uncanny, seeing parallels of the fragile political condition. My collaborator Elizabeth Waterhouse coined the term « *typographic political reenactment* » to talk about what I was doing. Although I try to avoid being political in my work, to me this project is not only a typographic one, it also has a political dimension.

In 1933 the League of Nations published the letters of Freud and Einstein under horrible circumstances. Hopefully in 2018, 85 years after the original publication there will be another Kickstarter campaign to publish the letters together with many replies, **continuing the conversation.**