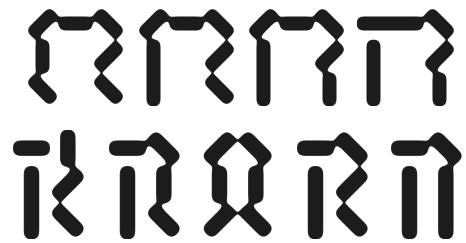


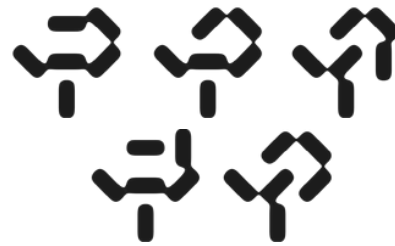
Positions through Contextualising

Studio Practice

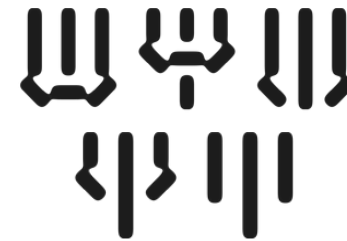
R	π
[ar]	[pai]



Y	φ
[waɪ]	[fai]



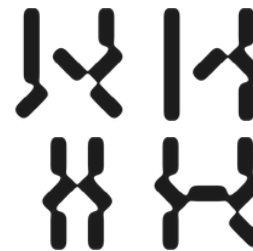
M	ψ
[ɛm]	[psai]



G	ζ
[gee]	['zi:ta]



H	μ
[aɪtʃ]	[mju:]

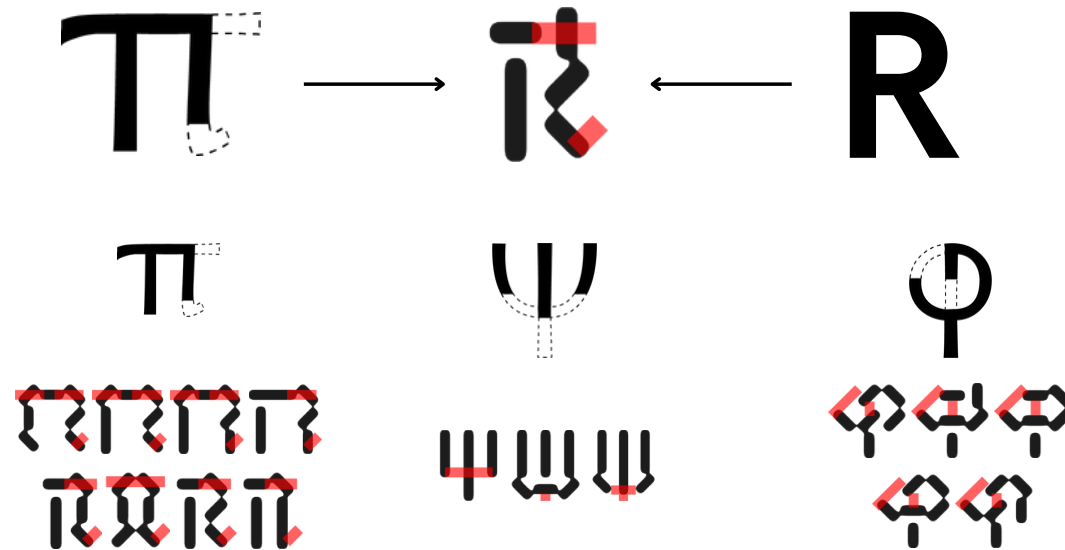


C	ξ
[cee]	[ksai]



Studio Practice

Interpolation (n.)
the act of approximation of a complicated function
by a simple function fairly close to the original



References

“By ‘harmonization’, we mean that the basic weights and alignments of disparate alphabets are regularized and tuned to work together, so that their inessential differences are minimized, but their essential, meaningful differences preserved...

...the ‘noise’ of insignificant design artefacts and historical accidents is filtered out, leaving the ‘signal’ of significant character features amplified in comparison.”

—Bigelow, C. and Holmes, K. (1993). *The design of a Unicode font.*

References

Harmonisation → *Homogenisation?*

“The fact remains that harmonisation overwhelmingly takes characteristics, concepts, proportions and aesthetic notions of the Latin typographic world for granted, and seeks to adapt other scripts to these existing paradigms.

Froshaug’s observation that ‘typography is a grid’ remains remarkably accurate in today’s digital environment, where the rectangular module still dominates design thinking and practice.”

—*Nemeth, T. (2016) 'Harmonised type design' revisited.*
In: Dyson, M.C. and Suen, C.Y. (eds.) Digital Fonts and Reading.

Revisiting Line of Enquiry

Can a **letter** function as a two-dimensional **public space** that facilitates and reproduces **social connections**?

Sociolinguistic (n.)

the study of the relationship between language and society, examining how social factors influence language variation, usage, and change

References

"Creolization in this context refers to the processes of 'cultural and linguistic mixing' which arise from the entanglement of different cultures in the same indigenous space or location, primarily in the context of slavery, colonization and the plantation societies...

This process of cultural 'transculturation' occurs in such a way as to produce, as it were, a 'third space' - a 'native' or indigenous vernacular space, marked by the fusion of cultural elements drawn from all originating cultures, but resulting in a configuration in which these elements, though never equal, can no longer be disaggregated or restored to their originary forms, since they no longer exist in a 'pure' state but have been permanently 'translated'."

—*Gutiérrez Rodríguez, E. and Tate, S.A. (eds.) (2015)*
Creolizing Europe: Legacies and Transformations

References

“If globalism was based on a late 20th century imperialist ideology in which the non-Western world followed the Western influence while excluding their own local identity, then an inter-local perspective acknowledges that the Western method is not the only way to solve problems.”

—*Jung, R.S.D. (2021) 'The Interlocality of Typography', Futuress.*

Interlocality (n.)

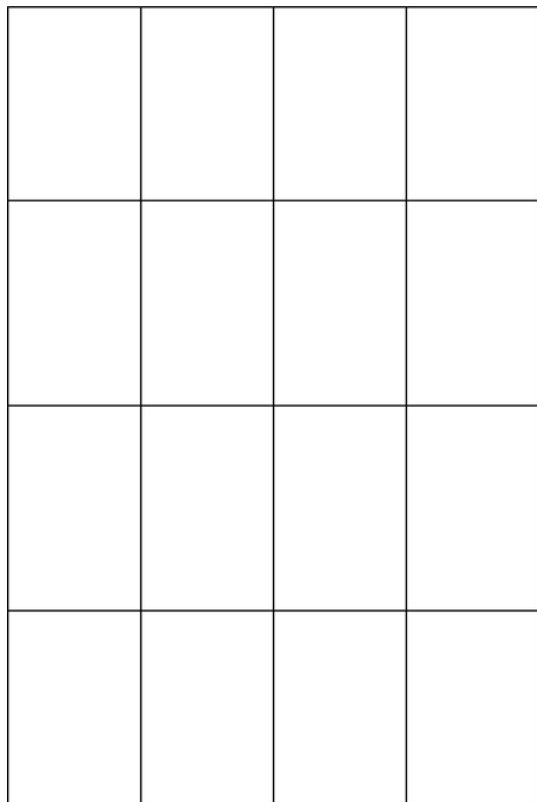
a conceptual framework that encourages cooperation between different writing systems, prioritising local, cultural, and regional diversity over the homogenisation of scripts under western typographic standards

Studio Practice

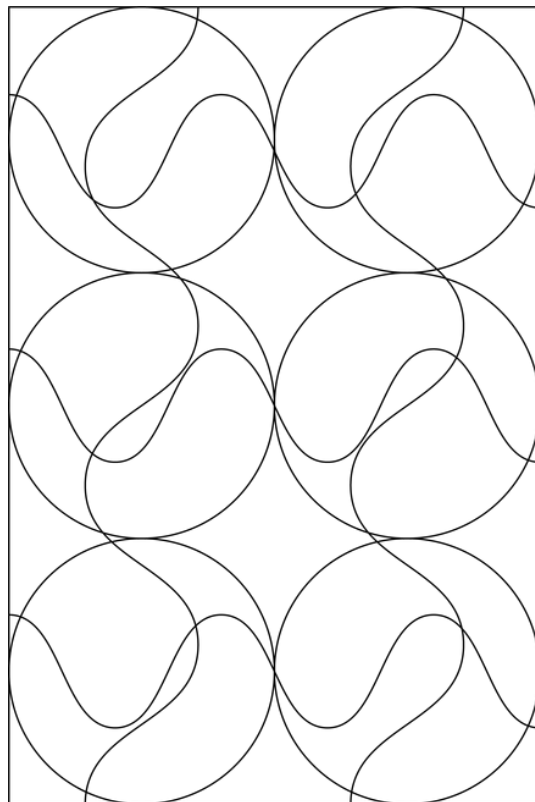
α β γ δ ε ζ η θ ι κ λ μ ν ξ ο π ρ σ τ υ φ χ ψ ω

ˊ ˋ ˊ ˋ ˊ ˋ ˊ ˋ ˊ ˋ ˊ ˋ ˊ ˋ ˊ ˋ ˊ ˋ ˊ ˋ ˊ ˋ ˊ ˋ

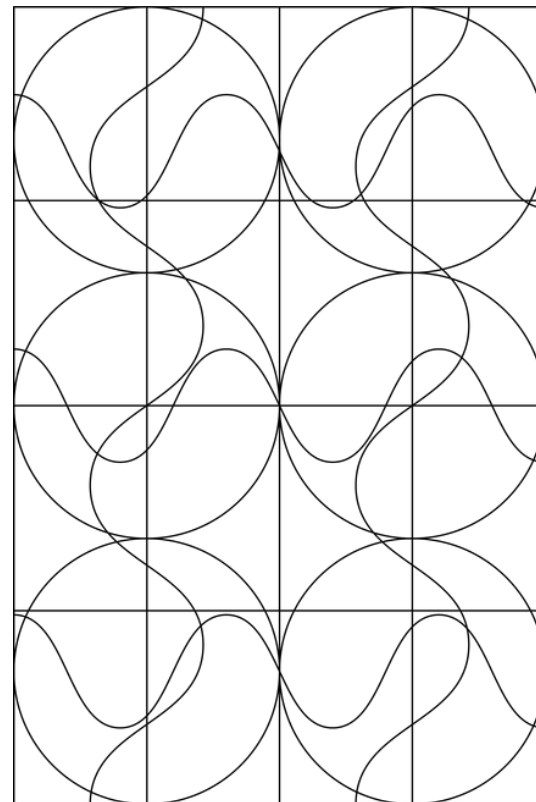
Studio Practice



English (Latin)

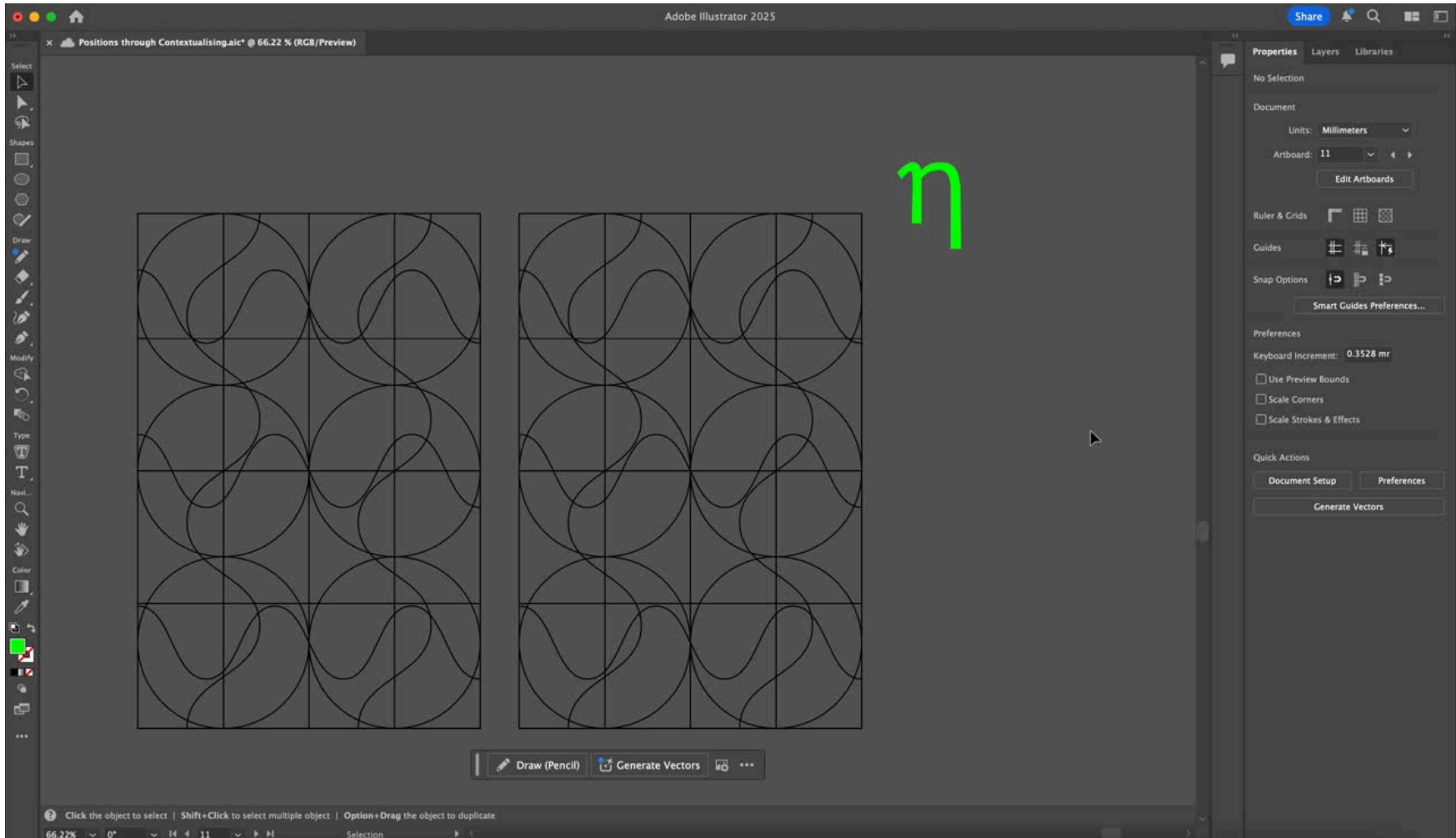


Greek

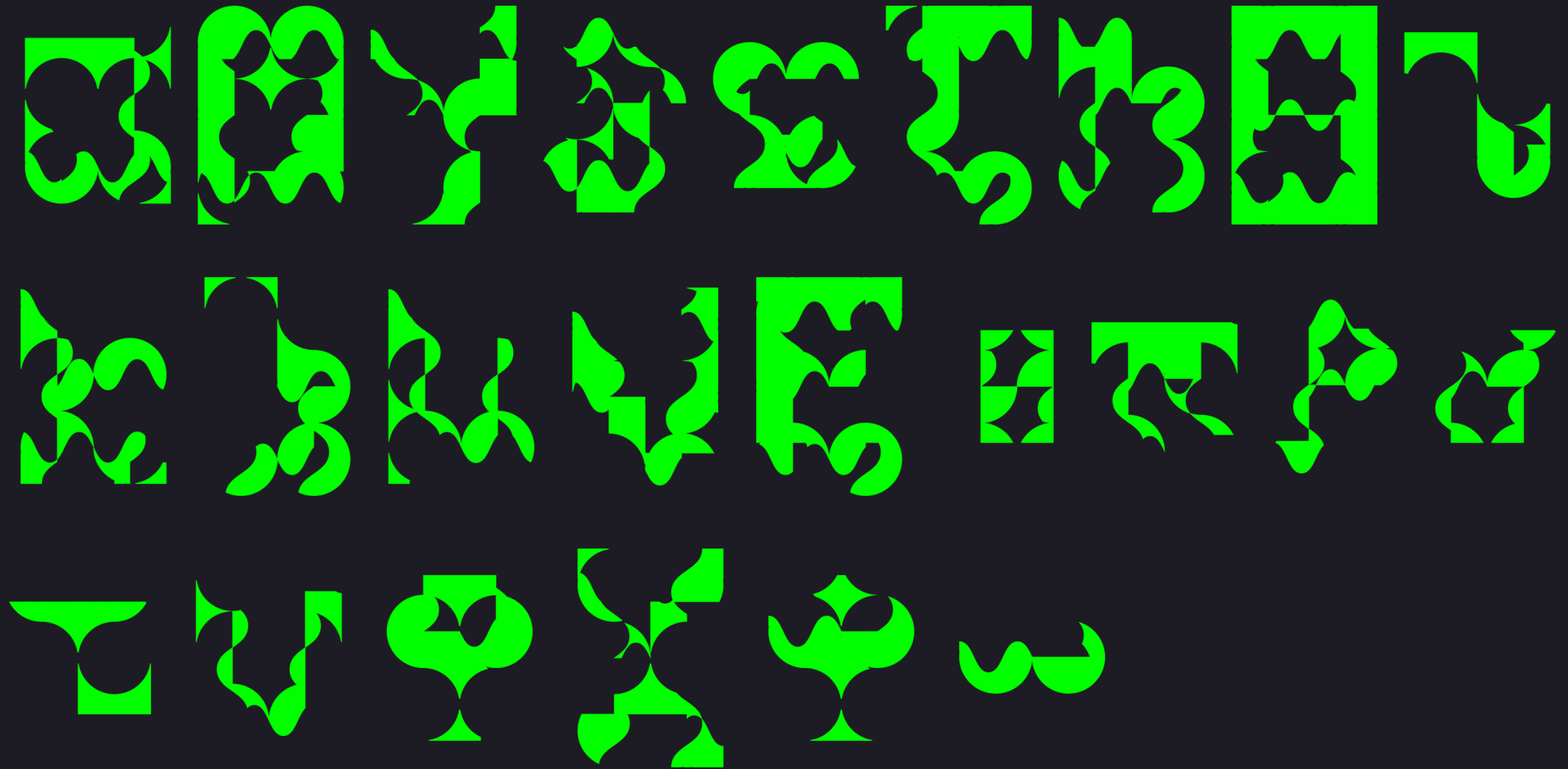


English+Greek!

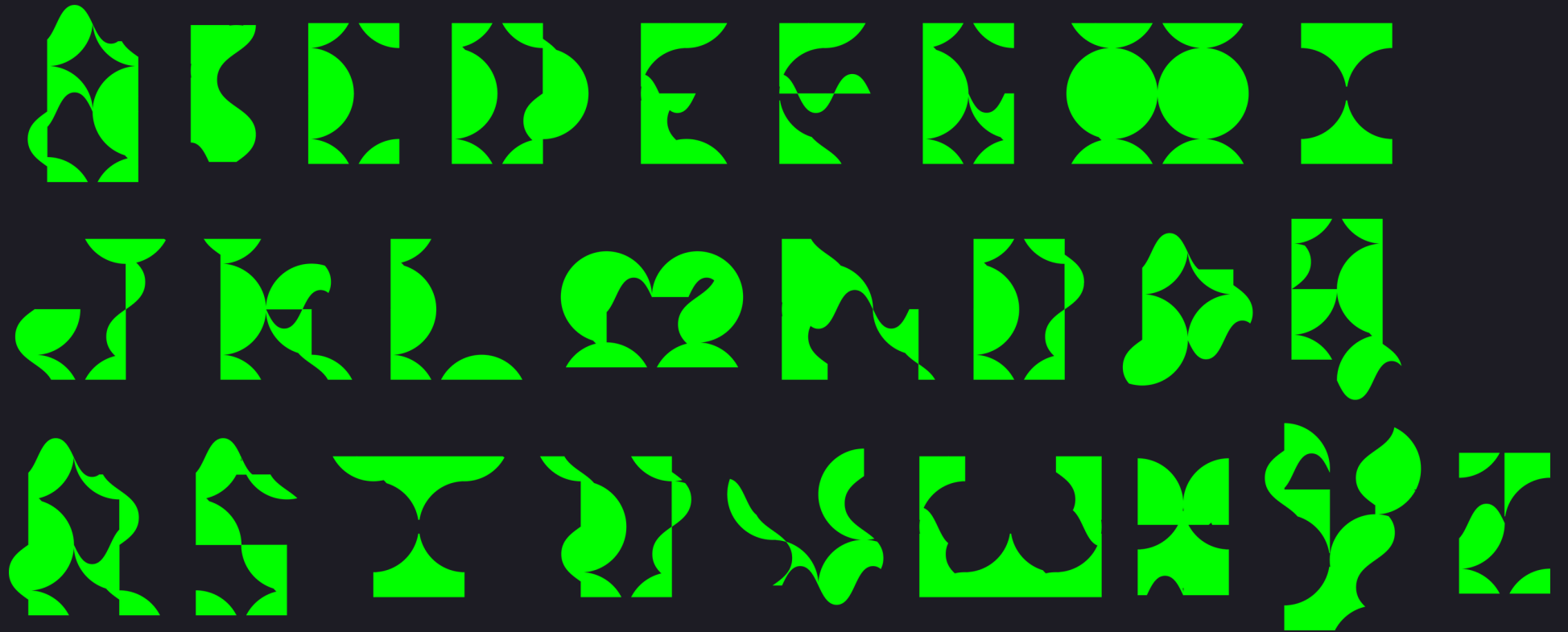
Studio Practice



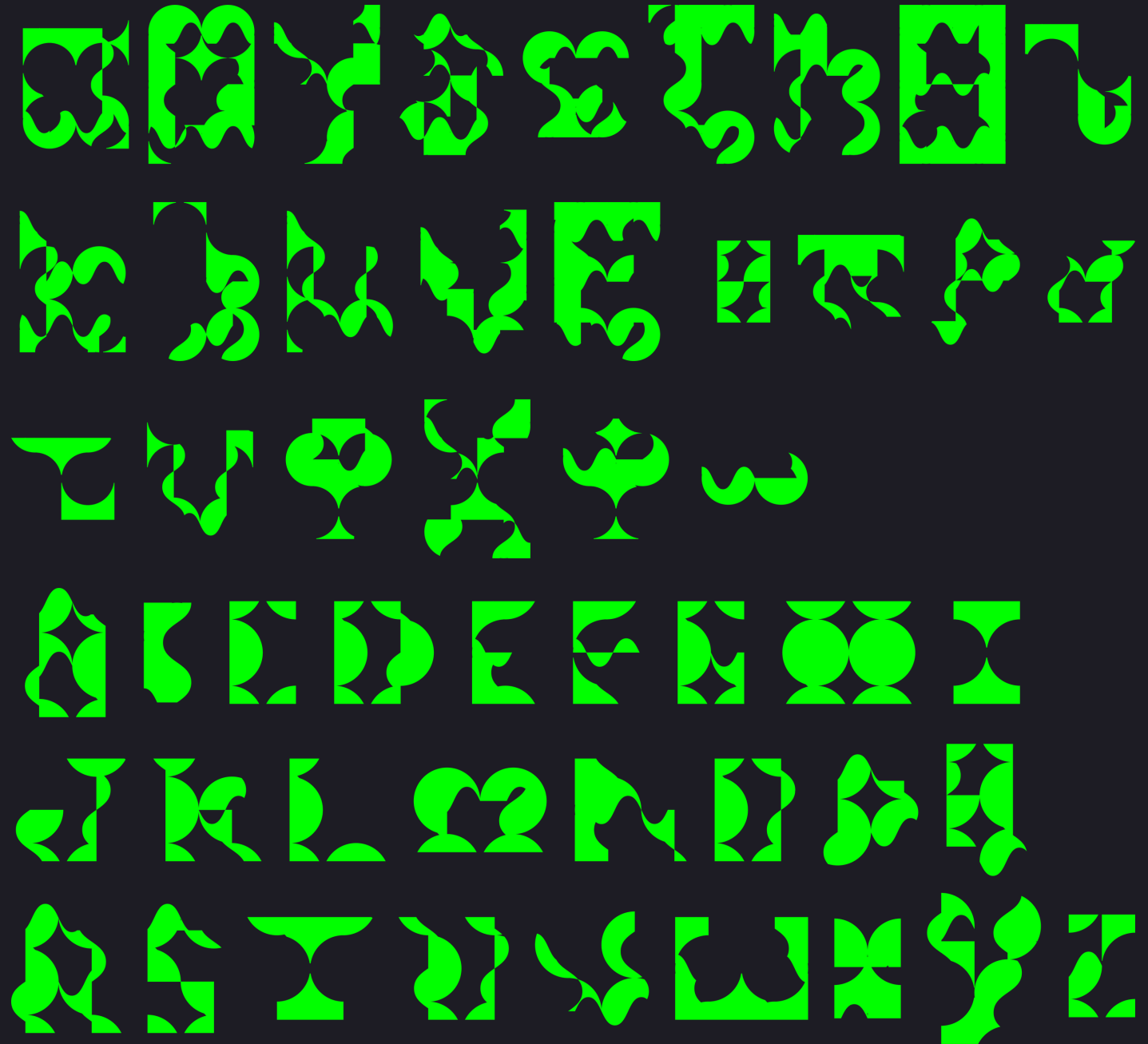
Studio Practice



Studio Practice



Studio Practice

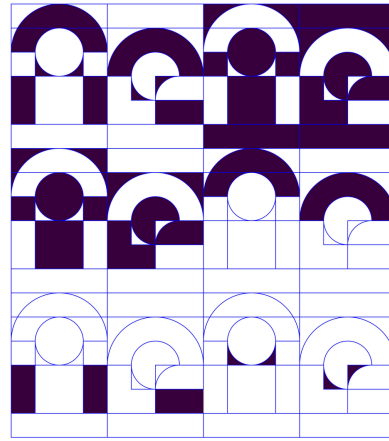


Next Steps

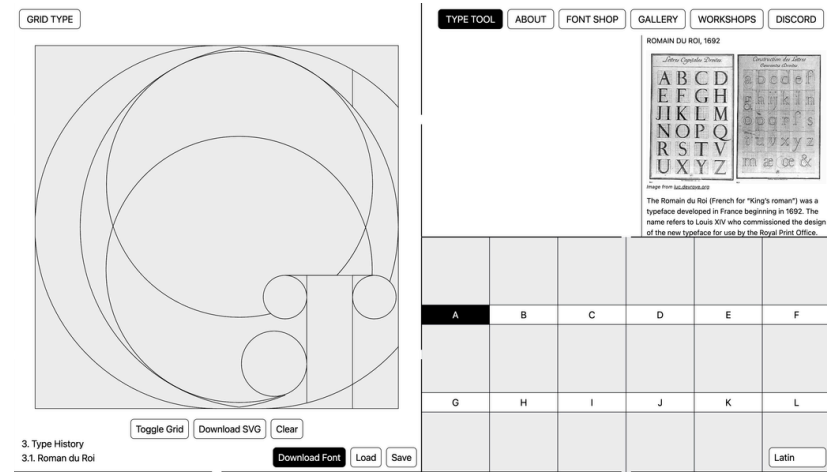
1) Legibility



MuirMcNeil (2020) Diode.

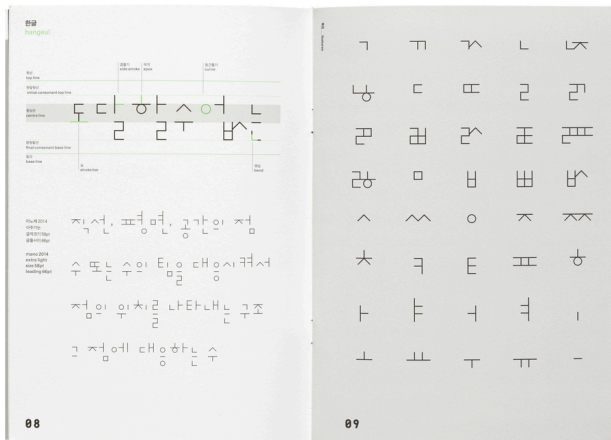


2) Interface

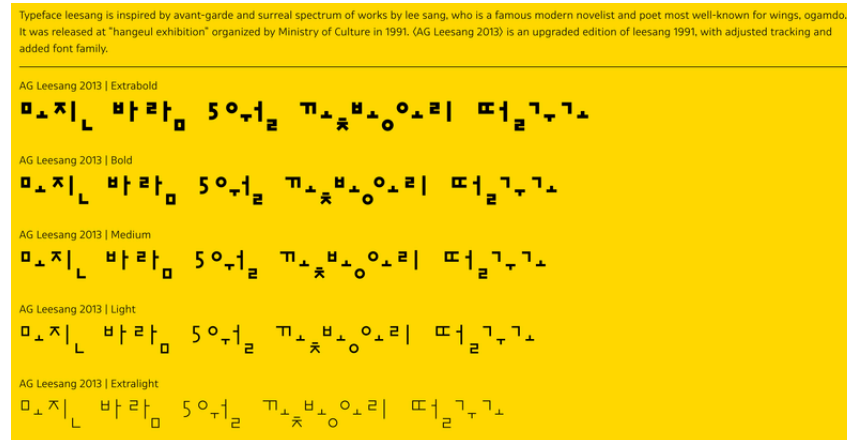


Grid Type (2024) Roman Duroi.

3) CJK Fonts



Ahn Graphics (2013) AG Leesang 2013 Family.



Gwen Phoo

U2 Positions through Contextualising