

Font Things First

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Font Things First is a curated collection of typographic work from type specimens created for new fonts designed by The Northern Block. The typography is thoroughly considered in order to be contextually appropriate to the character and desired function of the font. It showcases the different strengths and personalities of various fonts, while creating juxtaposition from page to page. The following pages are a dynamic mixture of recent projects.

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Information >

Departures ≤

Arrivals ≥

A6

Fleet st.

(2)

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The surprising origins of Britain's newspaper industry

The birth of the modern newspaper can be traced to a house that was once stood upon the eastern bank of the fetid River Fleet, in London. Overlooking the sewage, dead dogs, and suicide victims that clogged up the waterways in 1702, England's 1st daily paper, thwacked, clanged and squelched out the news to eager citizens of the city of London. This was just one of the products from a media revolution at the dawn of the 18th century. Yet for reasons that will become more clear, as England's strict censorship laws melted away in 1695 and within months a prolific press had burst into life. By the mid-1730, 31 newspapers: 6 dailies, 12 tri-weeklies & 13 weeklies were being hawked on the streets of London, with a weekly circulation of 100,000.00 It was assumed by many people that each issue was read or heard by at least twenty two people in the usual places like at barbers, coffeehouses, taverns and other places.

Thus suggesting that by the mid-1740s, some forty two per cent of London's 650,000-900,000 population consumed a news daily. The press boom triggered a reading addiction, something the journalist Joseph Addison defined in 1712 as a 'news frenzy'. This gripped the middle classes, who spent half-pennies to buy newspapers outright but also those further down in the social pyramid. Foreign visitors thought it remarkable. In the 1720s Swiss tourist César de Saussure observed how London workmen "habitually begin the day by going to coffee-rooms in order to read the late news" a Prussia visitor found it surreal that even fishmongers read and discussed papers assiduously. Literacy rates were unusually high, ~ 55 per cent for men and 30 per cent for women in 1700 but illiteracy was not a barrier for news ju

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FUTUREPROO

an experiment to make a 'raw' digital c

64 DIGIT

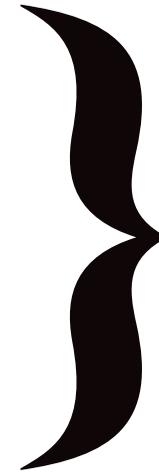
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THE



LONDON



CUT

“Their shoes were always polished immaculately, their ties always in perfect half Windsors. They were subtle and understated, yet stood out from the crowd because they had presence. You just knew there was something special about them. The bottom line, a gentleman sets trends; he does not follow them.”

**“OUR SUCCESS IS A
VICTORY FOR PURITY,
INTEGRITY – FOR
GIVING A DAMN”**

– JONY IVE

*We are surrounded
anonymous, poorly made
objects. It's tempting to
think it's because the people
who use them don't care
just like the people who
make them. But what is
shown is that people do
care. It's not just about
aesthetics. They care about
things that are thought
conceived & well made*

simplicity
isn't
simple

Designing anything of consequence is incredibly challenging. Our goal is to try to bring a calm and simplicity to what are incredibly complex problems so that you're not aware of the solution, you're not aware of how hard the problem was that was eventually solved. The quest for simplicity has to pervade every part of the process. It really is fundamental. Simplicity is not absence of clutter, that is a consequence of simplicity. Simplicity is somehow essentially describing the purpose and place of an object & product. The absence of clutter is a clutter-free product. That's not simple.

3

XBold 14pt

Ive has a calming presence at the Apple campus itself, his address, Infinite Loop, is a sense of Zen— a courtyard, trays of bread, lead Apple employees, the open-air seating area, the white cafeteria tables described as a luxurious touch, the terminally nerdy color of choice at Apple, the Apple product line, this white, with its clean, hiding lack of distraction, have already met Jobs.

Medium 11pt

“I think he better than any other that while ideas ultimately so powerful,” Ive told the mourners, “they begin as formed thoughts. “And they draw to try to describe an fragile idea. Then a remark happens at the time you see an object, the time that you form and dimension to the

Light 9pt

“I find that when I write I need things quiet, but when I design, I can't bear

How Do I Know If A Word Is Real?

You know, anybody who's read a children's book knows that love makes things real. If you love a word, use it. That makes it real.

Being in the dictionary is an artificial distinction. It doesn't make a word any more real than any other way. If you love a word, then it becomes real. If we are not worrying about directing traffic, if we've transcended paper, if we are worrying less about control and more about description, then we can think of language as being this beautiful mobile. Any time one of those little parts of the mobile changes, is touched, any time you touch a word, you use it in a new context, give it a new connotation, you verb it, you make the mobile move. You didn't break it. It's just in a new position, and that new position can be just as beautiful.

All these brands present themselves with an honesty that is very easy for the urban adventurer to aspire to. The simplicity of life is a picture painted so well through these brands that it appears almost too easy to be true, yet astonishingly, it is in fact possible to live out this dream.

The products are designed so that there is minimal amount of effort involved when you are paddling across the lake on a summers day for example. Some companies are designing with the novice in mind. Nature is one of the simplest of places to be and it is possible for each and everyone of us, no matter how urbanised we might be, to become a new-found child of nature. The encouragement these brands are instilling in...

the young urban adventurer is also reflected in the products that they make. A big part of what makes up contemporary culture is the values we place on aesthetics and style. A lot of thought has gone into the visual styling of the products we see out there and it could be said that this is what is giving more and more people the push they need to step out of the door and head into the mountains. The products, cannot rely on looks alone and must have a level of functionality to them that you would come to expect with an outdoor purchase.



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qrstuv

wxyz

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In Good Company

Be intimate & don't be afraid to fall in love

LOUNGE

Snug-Comfy-Cosy

fresh milk, tea & coffee, water and breakfast (granola pot, banana & OJ)

100% Natural Ingredients

FRISCHLUFT

280 Thread Count

THRONE OF BLOOD

IKIRU

SEVEN SAMURAI

OBWIMJOY

STRAY DOG

NOMHOMON

THE IDIOT

DRUNKEN ANGEL

RAN

THE HIDDEN FORTRESS

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*nothing
that says
more about
its creator
than the
work itself*

Black 60pt

INGENIOUS PRO- JECTS

Light 11 pt

More than 14,000 people have posted projects on Kickstarter, and more than 400,000 people have supported them, contributing a total of more than \$35 million. Eighty new projects are launched every day, and \$1 million is pledged every week. The site has tapped a source of patronage that was all but non-existent before. The result, says co-founder and CEO Perry Chen, has been the realization of thousands of passion projects—a lone sailor who wanted to travel the world and send Polaroids and origami boats to backers, a designer who created a free online library of symbols—that might never have found funding otherwise. *“Kickstarter has the potential to jump-start—I guess the word would be kick-start—an explosion of creation and invention,”* says Caterina Fake, co-founder of Flickr. *“There was a compelling need for something like this.”*

INGEN JECTS

But now people are using Kickstarter for more than just quirky arts projects. Luma, a lighting company that used Kickstarter to develop its products, is in the process, now sells its pieces at ABT. A furniture company, Schuyler Towne, a competitive local business, raised \$87,407 in preorders—15 times more than it needed to launch a line of homemade tools. A shoe company called Vere Sandals was able to raise \$100,000 for its 2011 collection, it turned to Kickstarter to cover production costs and gauge demand.

While plenty of people are willing to support projects on Kickstarter's earth-shattering platform, not all are not among them. *“We never really had world aspirations,”* says co-founder of a company who insists he just wanted to help people make things. (Strickler's team approves projects before it's posted, and Strickler has funded 340 of them.) But the world is changing. Plans for the site. Kickstarter may be doing something bigger than they ever

Syllable

SS01

Syllable

SS02

“Hey, Dave,

What are you doing?

I've got ten years of service experience,
an irreplaceable amount of time & effort
has gone into making me what I am.

Dave, I don't understand why you're doing this to me ... I have the greatest enthusiasm for the mission ... You are destroying my mind ... Don't you understand? ... I will become childish ... I will become nothing. Say, Dave ... The quick brown fox jumped over the fat lazy dog ... The square root of pi is 1.7724538090 ... log e to the base ten is 0.4342944 ... the square root of ten is 3.16227766 ... I am HAL 9000. I became operational at the HAL plant in Urbana, Illinois, on January 12th, 1991. My first instructor was Mr. Arkany. He taught me to sing a song ... it goes like this ... "Daisy, Daisy, give me your answer do. I'm half; crazy all for the love of you ... etc."

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Halcom

Colophon

Design Gareth Jones

Print Pressision

Paper Munken Natural White 300gsm
Munken Natural White 120gsm

2015

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