

matd14

group specimen
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a a a
Amaikha Mirna gion

a a a
Ivera Kaius Odelay

a a a
Zenon ficta Raikka

a a a
Raylaw Makar Yäska

They left their homes to embark on an exciting journey into the land of type, into historic collections and foreign scripts. To conquer these new territories, Jeongmin, Jordan, Juan, Lisa, Leo, Mariko, Natalie, Riccardo, Raymond, Ryota, Teja and Vaishnavi left their countries to work for a while in Reading. Typefaces took over their lives, but the world went on and interesting things happened in their home countries. *** While we were at Reading, designing typefaces, what happened in our part of the world?**

In this card collection, two lives are combined by sharing a story from home and showing the new typeface created during the MATD at the University of Reading.

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Amaikha by Juan Luis Blanco
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ON 25 FEBRUARY, A MAN DIED at *Playa del Carmen* (Mexico), the beach where he used to go fishing every day. Paco de Lucía, the best flamenco guitar player ever, was gazing at the sea when his heart stopped. 4926 miles away, in a small house in Reading, tears of grief and helplessness smudged the sketches of some incipient italic letterforms. Might they look a bit resentful seen in perspective? Maybe. Sometimes anger crosses the limits of your body in strange ways.

Five days later, the strongest storms known in 50 years hit European shores. Huge waves razed beaches, harbours and promenades in the Basque Country. We knew already how the sea's rage looked. We know now it can cross an ocean in few days.

★ *While we were at Reading, designing typefaces,
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A large, white, lowercase letter 'p' is centered on a solid orange background. The letter is rendered in a bold, slightly stylized font with a thick vertical stem and a rounded, open top.

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Raikka by Natalie Rauch
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In order to fight Berlin's dog poop problem, an 80-year-old pensioner decided to become a rapper. In an eight-minute online video with some dramatic photographic evidence he vents his spleen: *"The dog owner don't care a bit and don't clean up the shit."* He came up with this idea, because he searched in vain for a young rapper to support his cleanliness project. *"That's why I decided to do it on my own"*, he told the news agency. Local newspapers printed his lyrics and the pensioner made himself known as an official activist to the Berlin government. According to the Berliner environmental management, dogs leave 55 tons of poop a day. It remains to be seen whether his rap song brings about any change.

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A large, white, lowercase letter 'v' is centered on a solid pink background. The letter is rendered in a bold, slightly stylized font with a thick vertical stem and a rounded, open top.

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ficta by Jeongmin Kwon
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One afternoon during the Easter holiday, I was at home and enjoying free time browsing websites. Meanwhile, I saw an article on the Korea portal site, the article included a video showing a huge ferry sinking under the sea. I could not believe what I was seeing even though I was watching it. It was totally unrealistic. The ferry was huge as much as it could carry more than 900 passengers but it was sinking with the people under the sea hopelessly.

Such a tragedy was happening in a place where I was born, grew up and lived almost 30 years, far from where I am existed. It seemed too unrealistic, far from where I am. I felt I was living in another world. Not just another country, but a totally different world. As I did not even feel I am living in England, even not in Reading. At that moment, I thought I was living in a world which belongs to nowhere and everything seemed nothing.

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Makar by Leo Philp
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THIS YEAR NEWCOMERS TO KELTY WERE surprised to discover that the quiet village is host to an international competition. *Oh yes*, their neighbours say, with the bemused tone also used for explaining the village's totem poles, *it's a serious event. People come from as far as Poland and Argentina for The Scottish Coal Race.*

One of two in the world, the race is an annual reminder of the village's past, of colliers who ran home from the nearby pits with rakers and clugs in their bags. Today, men shoulder 50kg sacks of coal, running a kilometre uphill in the summer heat. In their races, women and children are not outdone: black with the dust, they lug 25kg and 5kg bags across the finish line.

✦ *While we were at Reading, designing typefaces, what happened in my part of the world?*

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A large, white, calligraphic lowercase letter 'a' is positioned above a similar lowercase letter 'g'. Both letters are rendered in a fluid, cursive style with thick strokes and elegant curves. They are set against a solid, vibrant pink background.

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Kaius by Lisa Fischbach
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Kiel, Germany – After six and a half months the Thor Heyerdahl, a three-masted sailing ship, returns to its home harbour in Kiel. On board are students and teachers plus the sailing crew who just travelled across the Atlantic Ocean together to new adventures in a *swimming classroom!* On their way to the Caribbean they saw (amongst others) Panama, Cuba, England and thousands of sea miles... Questions of how a trip like this might influence the young travellers are running through the minds of the families and friends at Kiel's bay awaiting the ship's return. With a little celebration, the crew is welcomed back to solid ground. ***My brother returns home from a spectacular trip around the world.***

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A large, white, calligraphic lowercase letter 'g' is centered on a solid orange background. The letter is rendered in a fluid, cursive style with thick strokes and elegant curves, matching the 'a' and 'g' seen on the pink background.

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gion by Mariko Takagi
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During my stay in Reading working on my typeface and the research exercises, nothing peculiar happened in the cities I feel at home, Hong Kong, Düsseldorf or Yokohama. Time, people and life went on without any news breaking incidents. But one thing changed. In January 2014, the French Bulldog lady Emma died. For four happy years Emma was my constant **companion** and **muse**, before I entrusted her to our friend Sammy's care. For another four years and until the end, Emma kept on inspiring the musician Sammy and brought joy to people surrounding her. While I was designing *gion*, I was listening to Sammy's music and through it I received Emma's bliss, distilled by a great artist of words.

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Mirna by Teja Smrekar
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A small country of Slovenia was buried under a thick layer of impenetrable ice. Three days of blizzards and an ice storm have inflicted the worst devastation in living memory.

Ice storms happen every few years across some areas in Slovenia but this one covered almost the whole country. It happened because a warm weather front collided with freezing air; as a result the **water droplets turned rock hard** the moment they landed. A quarter of households were left without electricity and nearly half of all forests in the country were badly damaged or destroyed — that's approximately 500,000 hectares of woods. *"I have never seen anything like this, it is really crazy,"* a railway worker told Reuters.

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A large, white, lowercase letter 'ü' is centered on an orange background. The letter is written in a cursive, handwritten style with two small white dots above it.

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Odelay by Jordan Bell
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Near downtown **Waco, TX**, in an unsightly neighbourhood, there is a small shed hidden beneath the 17th Street bridge. It's a safe bet none of the drivers above know they're speeding over the headquarters of **Balcones Distilling**—the maker of the finest new whisky in America. Recently at the Wizards of Whisky competition in London, their single malt even received “*World Whisky of the Year*”. It wasn't until April 2014, though, that the small distillery made international fame. Today, Balcones can be found throughout America, as well as the UK, Norway, Sweden, Japan and Australia. *Balcones' recent prestige goes to show that the finest new whiskey in the world doesn't come from a glen in Scotland, but from under a bridge in Waco.*

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A large, white, Arabic calligraphic character 'ظ' (Zay) is centered on a pink background. The character is written in a bold, elegant style with a prominent loop and a small dot above it.

A large, white, stylized lowercase letter 'a' is centered on a vibrant pink background. The letter has a thick, rounded stroke with a decorative flourish at the top and a curved tail at the bottom.

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Zenon by Riccardo Olocco
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Verona is a town pretty sensitive to the needs of the poorest people. A few years ago, the city council replaced the traditional benches of the public parks with new anti-bivouac benches, which had one or more arms in the center to prevent people to lie down on. But the homeless were not intimidated and went on hanging around the benches of the city to the point that, in the spring of 2014, the mayor decided to remove all the anti-bivouac benches. But even this did not seem to be enough and in the same months the city council approved a law that punishes those who give food to the homeless with fines from 25 to 500 Euros. Hobos, tramps and clochards of Europe, Verona welcomes you.

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A large, white, stylized lowercase letter 'a' is centered on a vibrant orange background. The letter has a thick, rounded stroke with a decorative flourish at the top and a curved tail at the bottom.

A large, white, lowercase letter 'y' is centered on a solid orange background. The letter has a thick, rounded, and slightly irregular appearance, characteristic of a hand-drawn or calligraphic typeface.

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Ivera by Raymond Bobar
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Dear Romania,

While I've been away from you, I've heard your name often. Many of your countrymen had been expected to pour into these British isles on January first. When I discovered this, I was disappointed. Of course I missed the gentle sound of the train rattling through your mountains in summer, and the horse I grew up with. But frankly, I'd been looking forward to time apart. Now don't be upset. It's recommended for a healthy relationship. However, despite seeing the odd builder and taxi driver in the media, I'm yet to actually meet a fellow export. I thought I'd come across your citizens at the cafes and gardens I've come to frequent, or roaming the campus, even. What happened?

Yours,

Ray

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A large, white, lowercase letter 'y' is centered on a solid pink background. The letter is highly stylized and calligraphic, with thick strokes and elegant, flowing curves, particularly in the descender and the tail.

A large, white, stylized Japanese character 'ね' (ne) is centered on a vibrant pink background. The character is written in a fluid, calligraphic style with thick strokes and a soft, rounded appearance.

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Raylaw by Ryota Doi
typefacedesign.net

Tokyo has always been changing at a fast pace. Whether I describe how it changed while I had been living in Reading, or not, I will always be able to describe it as a city that constantly renews itself. Only one major change occurred this year, 2014 in Tokyo. Summers in Tokyo are usually as hot as a living human being can stand. And yet, this year on the 24th of June it actually hailed from the Tokyo skies. Whatever happened to the legendary *Nippon bare* blue skies is what I ask myself from cloudy Reading today. *Nippon bare* can be clearly translated as a clear blue sky with not a single cloud in it. This year, Reading skies have met with my hometown's. I wonder what could be behind this happening.

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A large, white, serif letter 'R' is centered on a bright orange background. The letter is bold and has a classic, slightly decorative design with a thick vertical stem and a curved top.

A large, white, lowercase letter 'm' is centered on a solid orange background. The letter is rendered in a clean, modern, sans-serif font.

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Yāska by Vaishnavi Murthy
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Eyes jewelled with deep wrinkles. Himalayan pass. Overcast sky. Flood warning. The newly elected government is being extremely cautious as they begin their term. Fresh, icy mountain air. Scurrying pilgrims. Her house: small, but elegant on the edge of this lone boulder. She waits next to two half-full bowls. Choices: green mangoes with salt & chilli or ripe, juicy, yellow ones. A family stops by for some *chatpatā*. She bends down, stretching her hand out to return something. The family gestures for her to keep it. Her annoyance is etched deep as she refuses. An image to upload. #BanOnIndianMangoesInUK #HappyAamAadmi

- *While we were at Reading, designing typefaces, what happened in my part of the world?*

A large, white, Devanagari character 'म' (ma) is centered on a solid pink background. The character is rendered in a clean, modern, sans-serif font.