E: Wow yeah that is definitely one way to end an entry. I think it may be important at this point to distinguish between the alphabet and letterforms that we attribute as having meaning and the actual representation of these forms themselves. The former deals with the thinness of language and societal connection whereas the latter deals with the representation/realization of the former. I think.

In typography, each font that is made is an attempt to make real some position on how letterforms should exist. Maybe it is an existential realization? In fact it probably is. But it is a much more personal one. This discussion makes me think of Max Bill's Continuity and Change¹ essay which continues to influence my way of thinking and practice to this day. He argues that gestalt and design is the constant testing of forms in order to achieve some idealized form. Whether or not this true form exists may not even matter; what matters is this constant designing and redesigning of the same thing (he uses the spoon as an example, which as it turns out, is the origin story of my love for spoons). Fonts are just a way to design language - a visual way at that.

I've been reading Angie Keefer's piece Why Bother² and it has gotten me thinking more about language and rules. Another really interesting piece on language I read recently was Borges' Library of Babel3. I don't necessarily want to say more now, but I think often about how letterforms exist the way they do because we decided as a whole that they should. And even then, there is always potential for redefinition. Imagine a piece that interpolates between two languages - starting in one, and ending (through a series of redefinitions of words or constructs) in another.

CONTINUITY AND CHANGE (1953)

In tackling this theme we must first of all consider what we understand by the two terms, continuity and change. Continuity refers to that which persists, continues to exist, always in the same form, with the same value. Change is the opposite of continuity. It is that which mutates, albeit within certain limits. It doesn't refer to the kind of instant transformation, with no intermediate steps that you get in fairy-tales for example, when a frog morphs into a prince.

If, however, we want to investigate these terms more

If, however, we want to investigate these terms mor closely, we need to find a measure that can be applied



Perhaps now, I am conflating letterforms and words..

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¹ http://g-e-s-t-a-l-t.org/MEDIA/PDF/Continuity-and-Change.

pdf
² http://servinglibrary.org/
journal/2/why-bother
³ https://libraryofbabel.info/
Borges/libraryofbabel.pdf