

EXPERIMENTING WITH PERSONAL INTERACTION IN AN IMPERSONAL SPACE

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The randomness represents the riders, route, time of day age, gender, etc.



interaction
footage

Frutiger (pronounced with a hard g) is a series of typefaces named after its Swiss designer, Adrian Frutiger. Frutiger is a humanist sans-serif typeface, intended to be clear and highly legible at a distance or at small text sizes. A very popular design worldwide, font designer Steve Matteson described its structure as "the best choice for legibility in pretty much any situation" at small text sizes, while Erik Spiekermann named it as "the best general typeface ever".

