



Gen
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Generat

Typographic DNA

Generat is a typeface organic in every sense of the word. It creates itself in an intelligent Processing environment and is left to decide which parts of each letterform are most important. Serifs and thick strokes materialize first, followed by medium-thickness swashes. The thin strokes often never form in many generations.

This was an experiment more than a project. Why should designers choose what parts of a glyph are important when the glyph can decide for itself?

X
X
X
X