

# Spatial Typography

# Anamorphic Typography

<https://youtu.be/A2Bvz-1rlBo>

FACE  
REALITY  
AS IT IS



FACE  
REALITY  
AS IT IS

Thomas Quinn

# Terri Stone

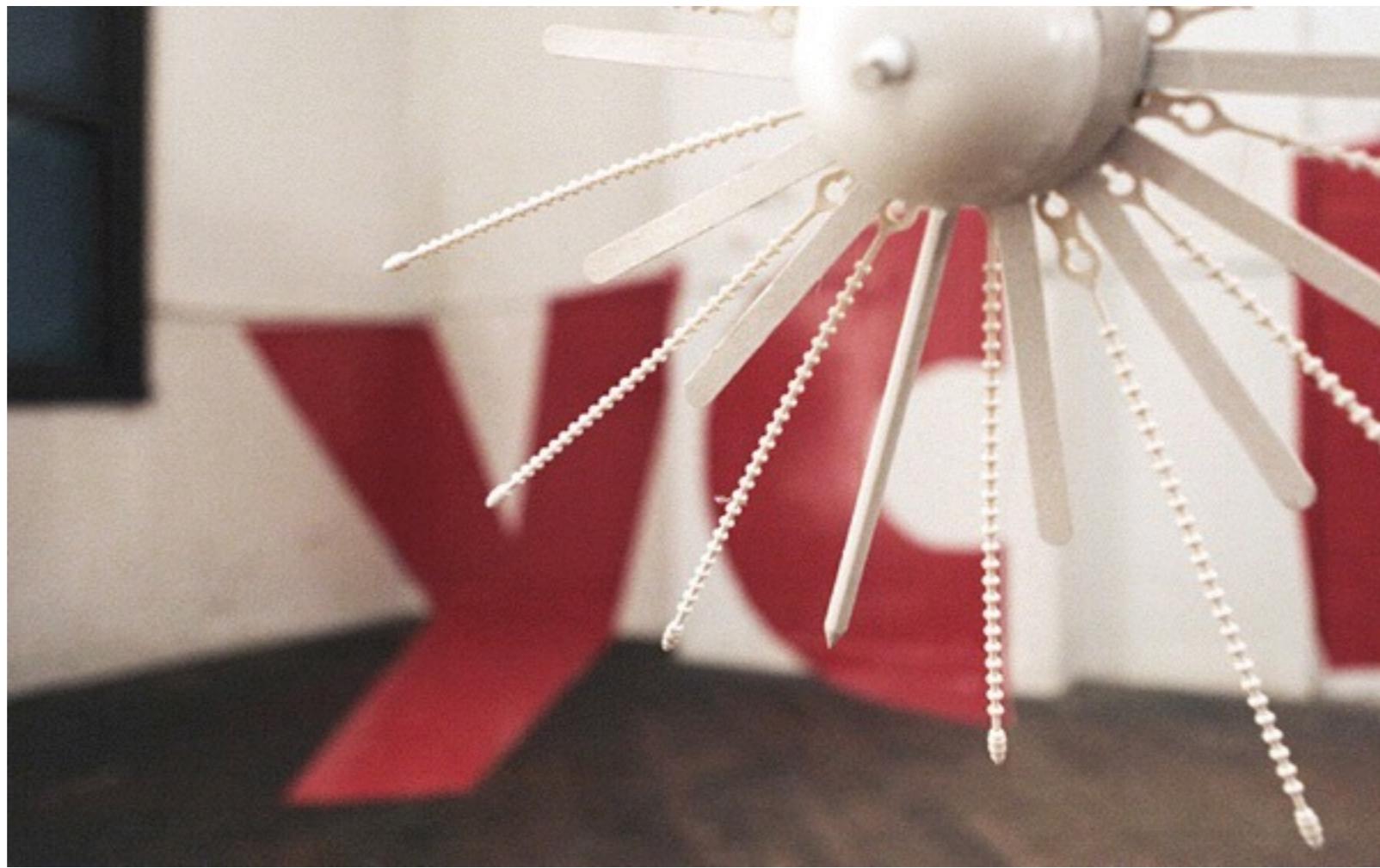
<http://www.typographyserved.com/gallery/Adobe-WTFIT/21270887>

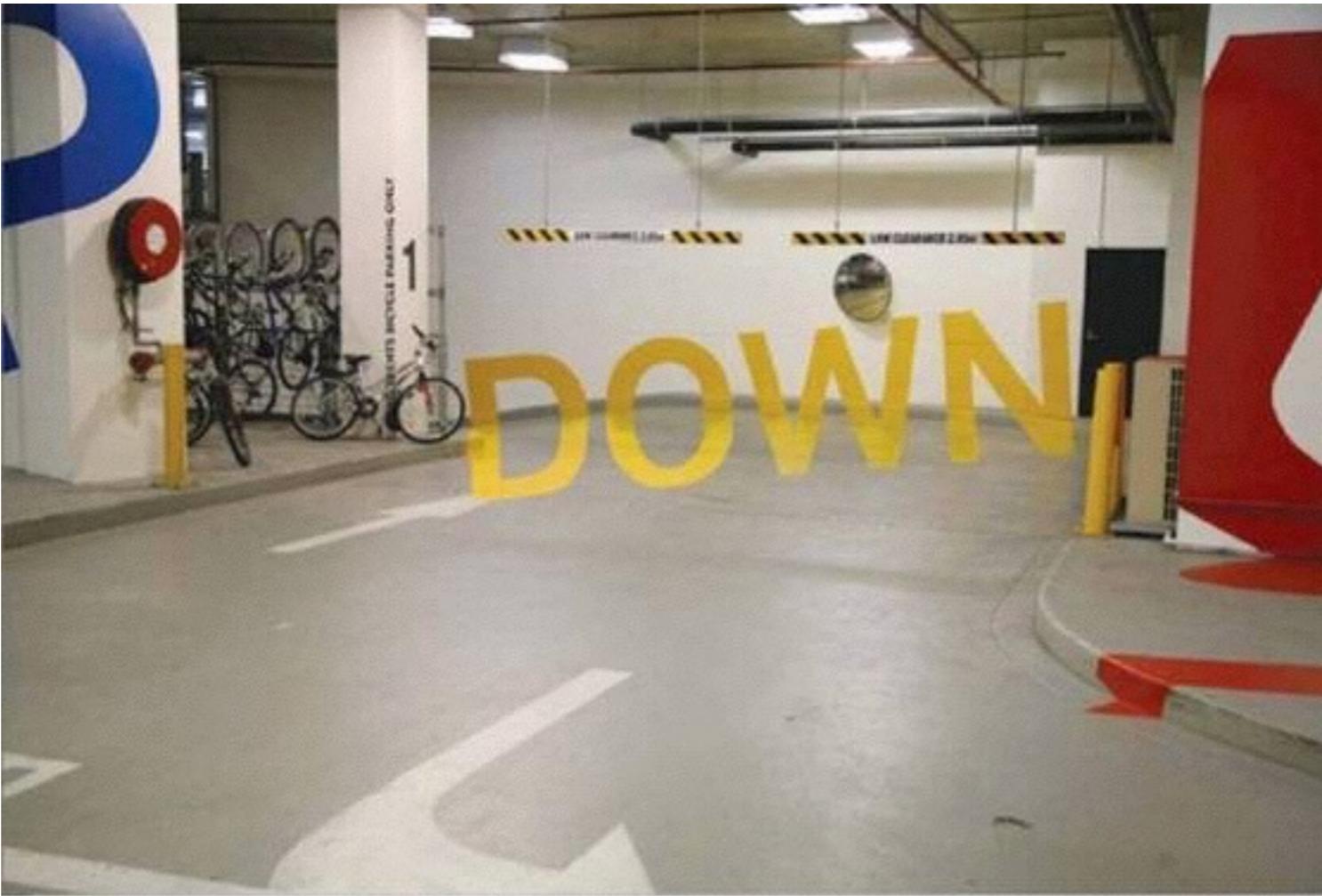












# 3D Typography





# Spatial Typography

# Having guts always works out for me

<http://www.sagmeisterwalsh.com/work/project/having-guts-always-works-out-for-me/>





AUWAG









# Urban Tales Shadow Typography

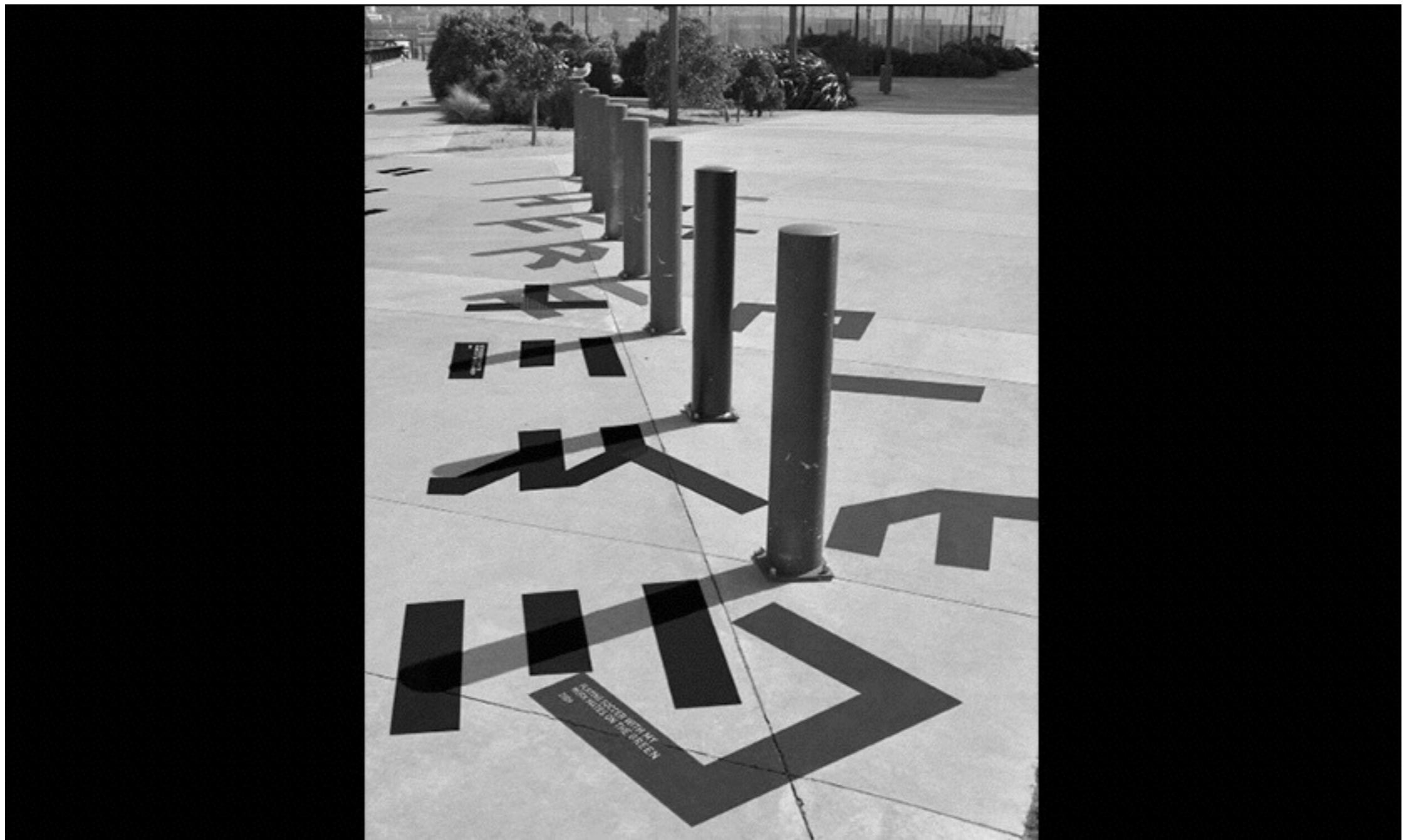
<https://segd.org/content/urban-tales-shadow-typography>



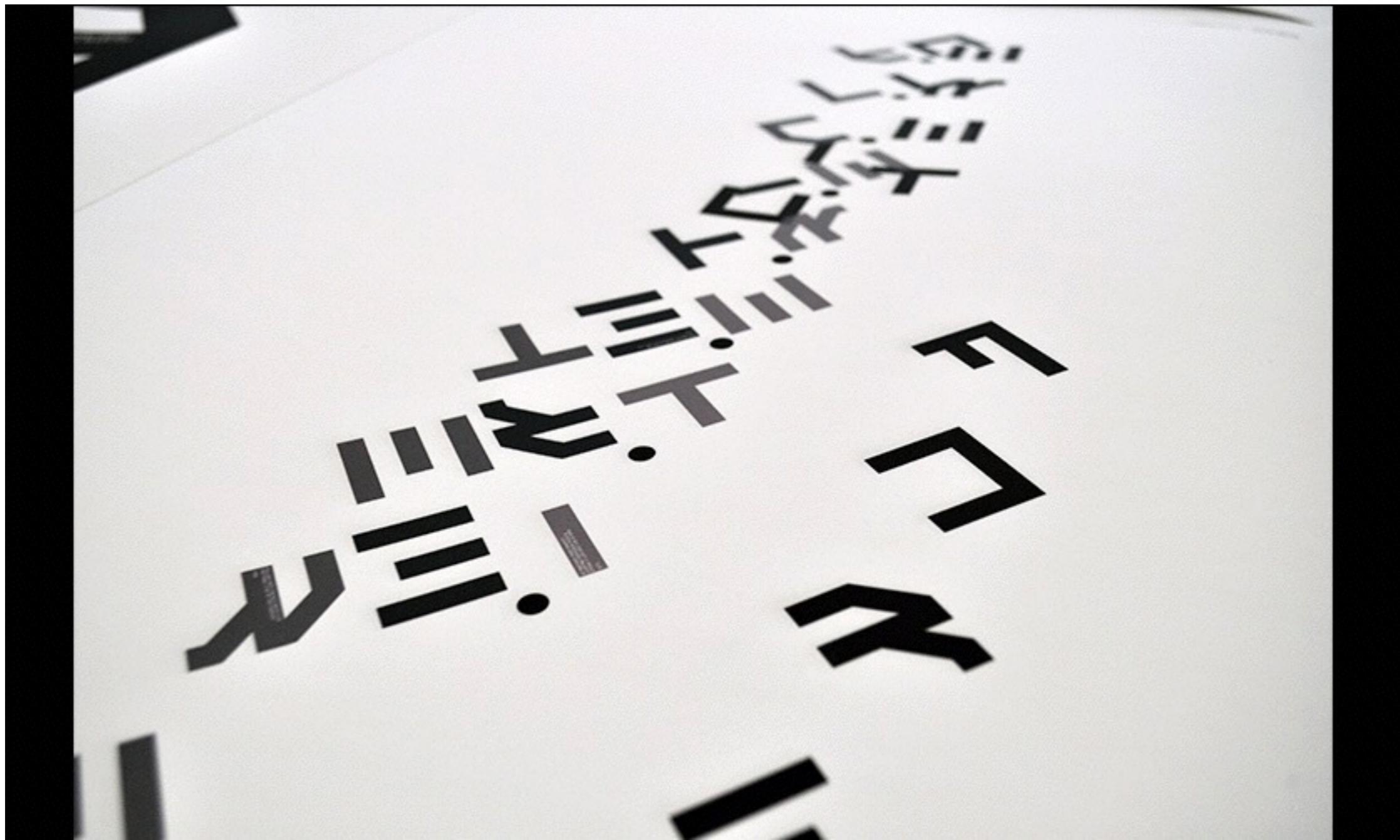
**UMBRA**  
To shade; to shadow

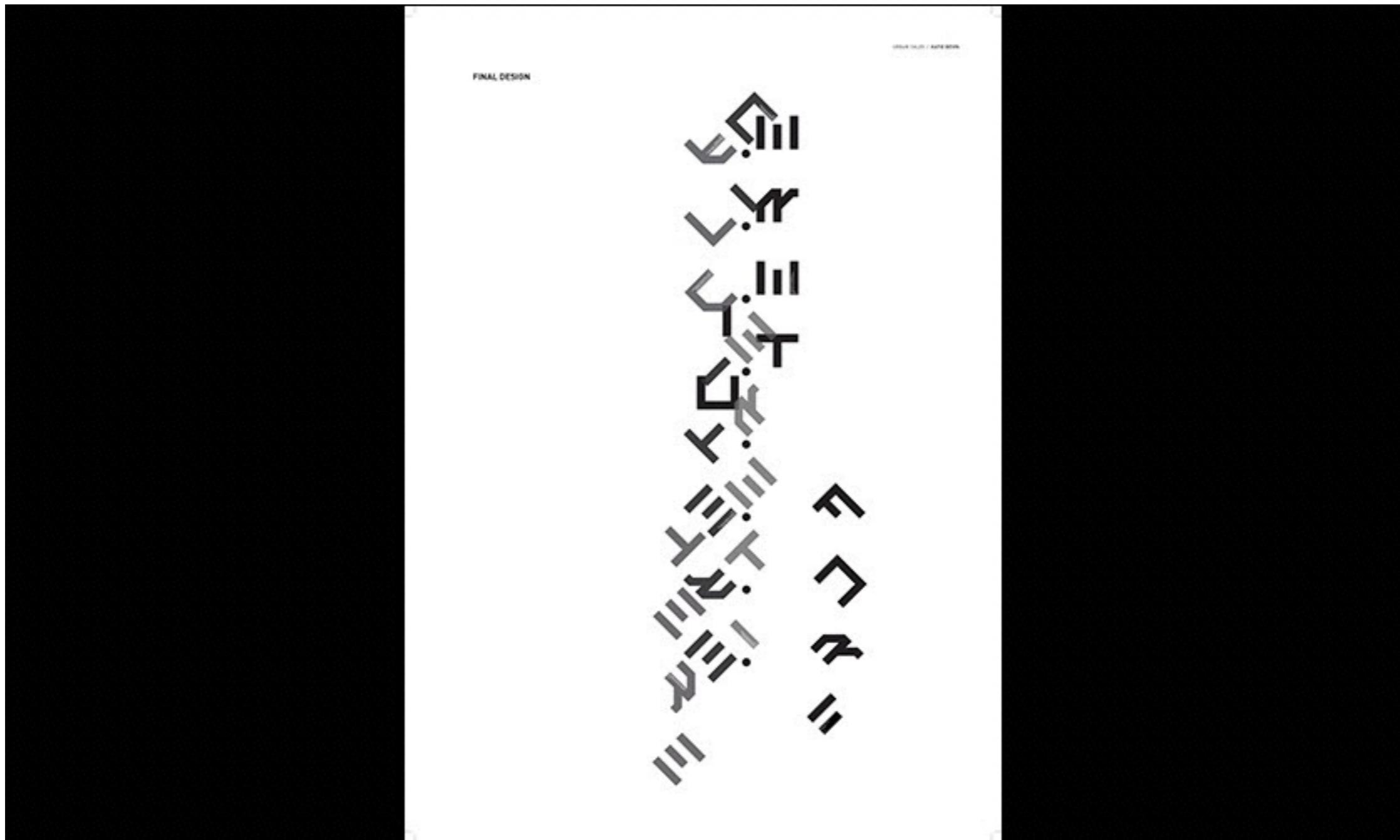
A  
B  
C  
D  
E  
F  
G  
H  
I  
J  
K  
L  
M  
N  
O  
P  
Q  
R  
S  
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U  
V  
W  
X  
Y  
Z











#### TYPEFACE CROPPED

# FROM HERE TO THERE AND THERE TO HERE

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בר  
בר

FROM HERE TO THERE AND THERE TO HERE  
DR. SEUSS

# Wayfinding

QUINCAILLERIE →

← PEINTURE / 16 / tr mer

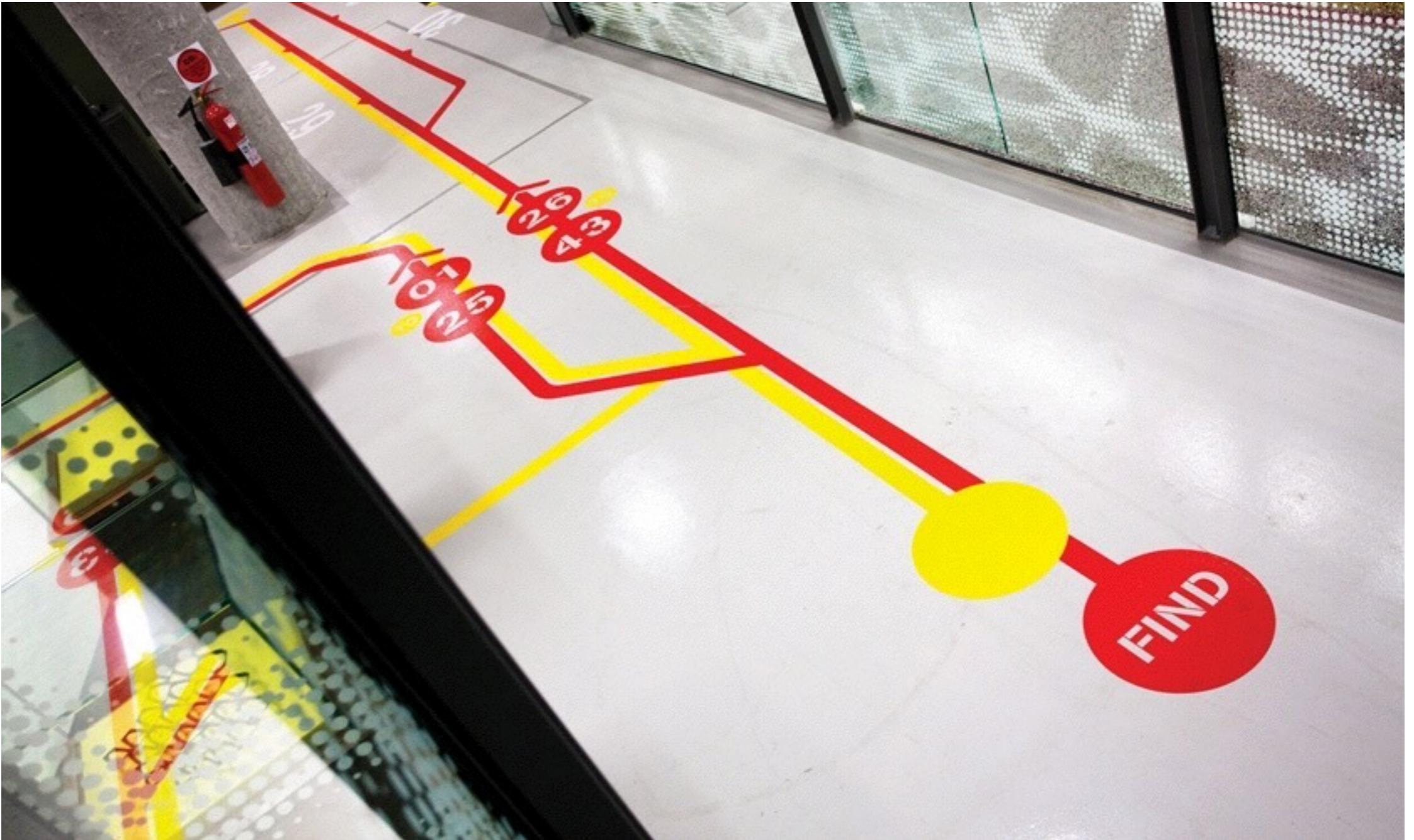
MATÉRIAUX →

OUTILLAGE →

ÉLECTRICITÉ →

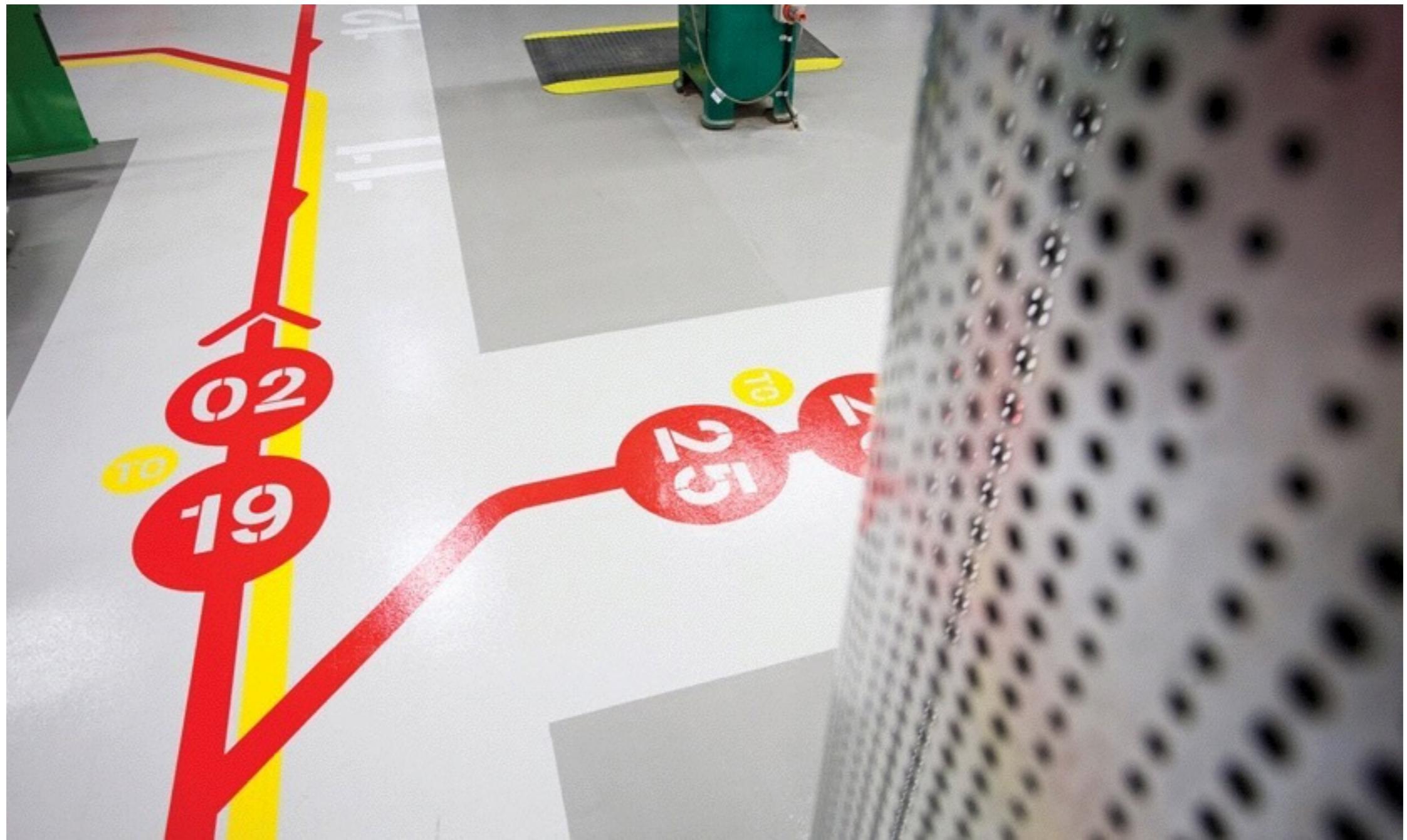
# University of Technology, Sydney Wayfinding

<https://segd.org/content/university-technology-sydney>

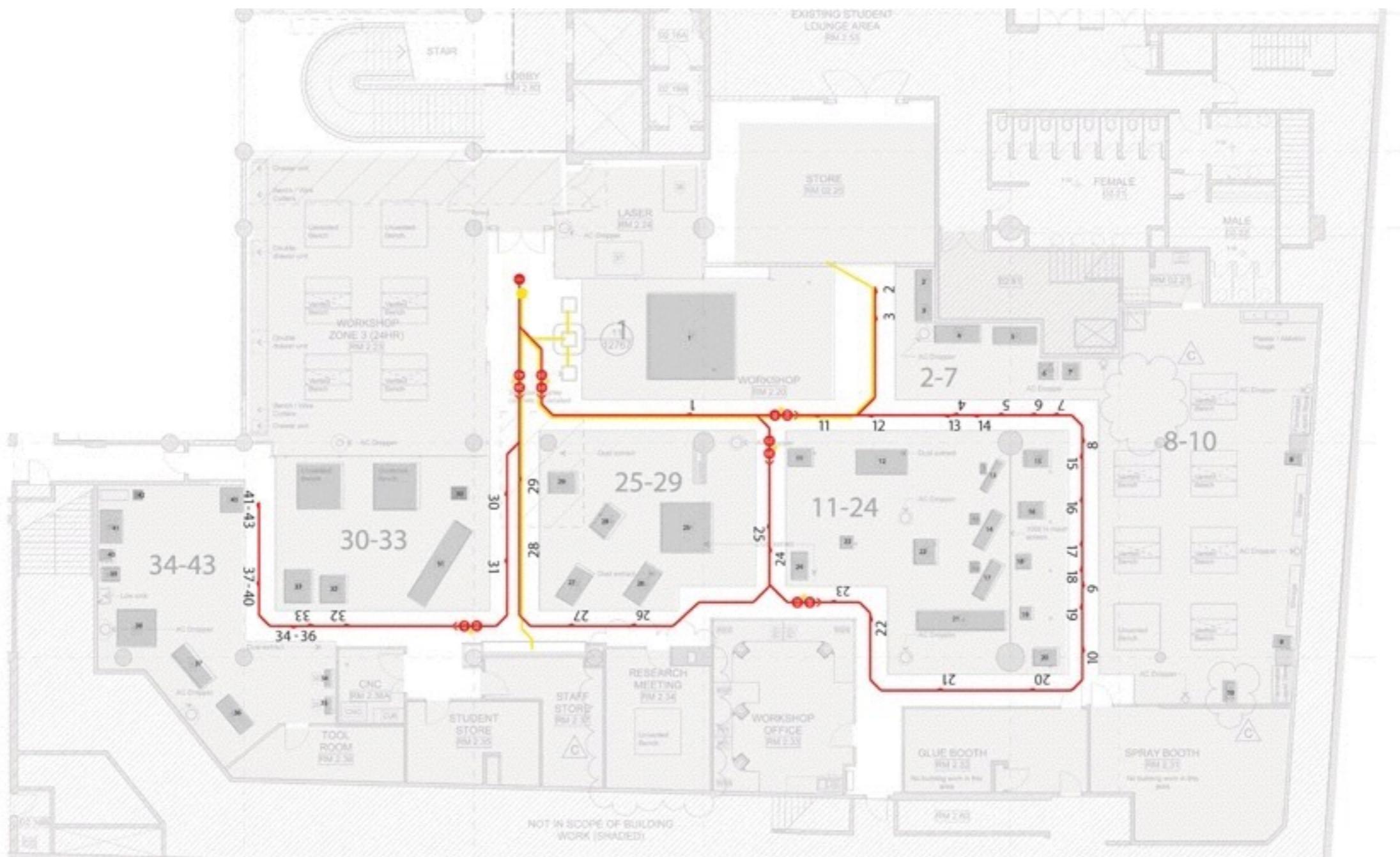












# National Media Museum

<http://www.boltonsign.co.uk/case-studies/national-media-museum/>







# Wayshowing for Te Ara Hihiko

<https://www.behance.net/gallery/14583067/Wayshowing-for-Te-Ara-Hihiko>



Wānanga C  
wānanga C1/C2  
wharepaku meeting room

Wānanga C  
wānanga C1/C2  
wharepaku meeting room

Studio C  
meeting C1/C2  
accessible toilet

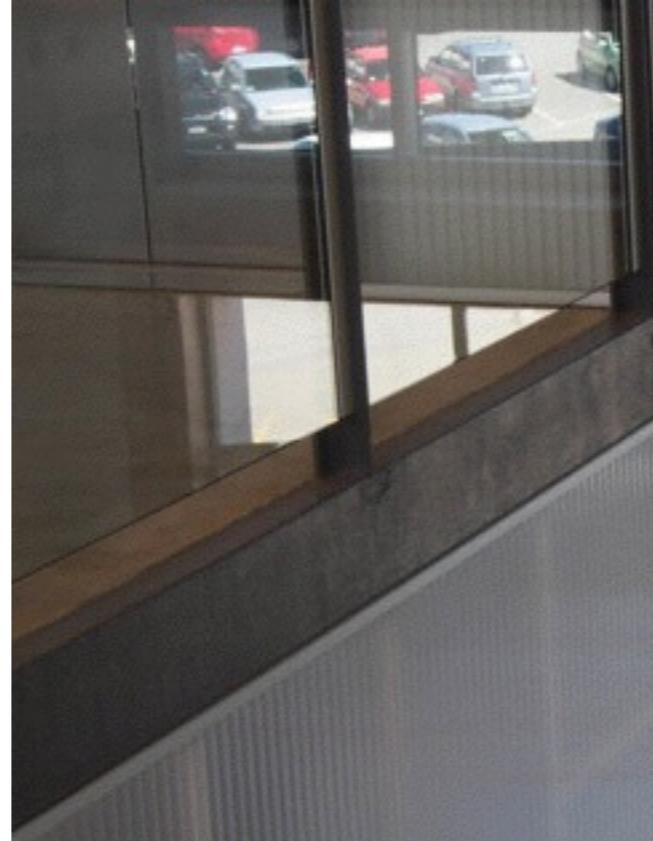
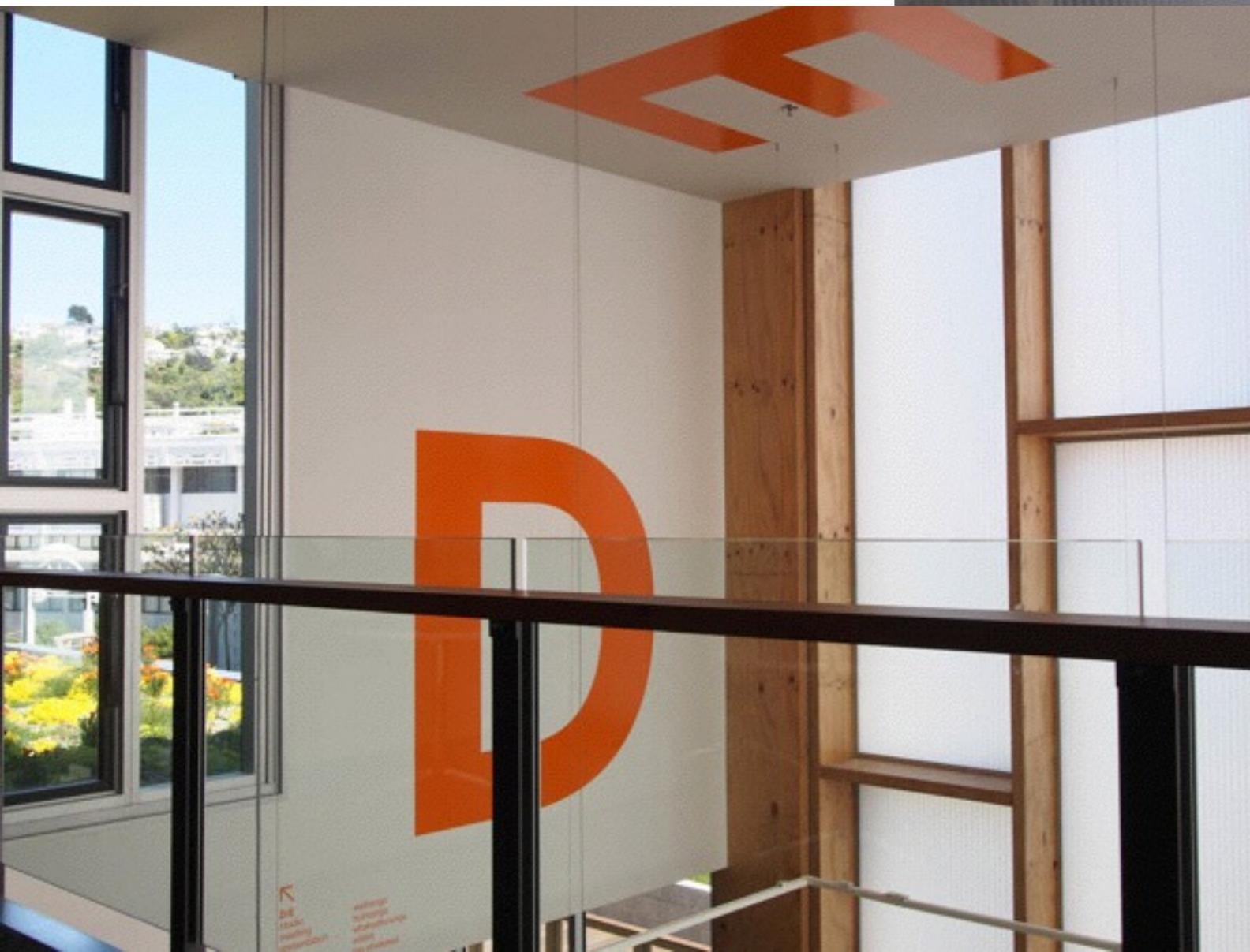
12C01-  
12C13

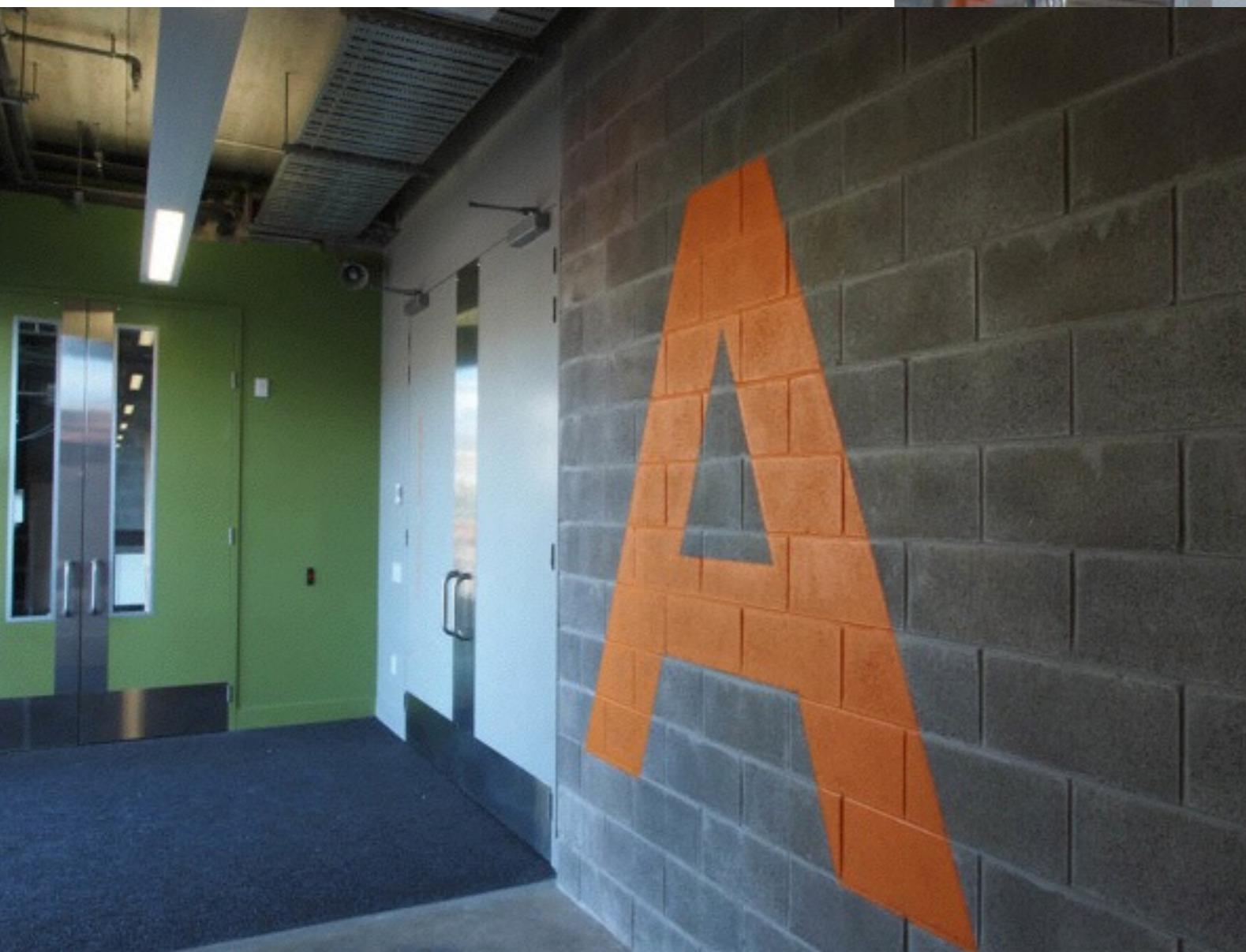
↑  
the pit  
toy store  
animation lab  
mixing suite  
north stair  
12C15-  
12C32

wāhanga whakarite  
wāhanga pupur  
taurite whakarite  
aria whakarite  
ruma kōmiri  
ara tokerau

Wānakaasturonga  
Wāhanga mahi  
Wāhanga tūrama  
Tūma tūrama  
Wharepaku

inery  
udio studio  
orituna studio  
collet









# Tate Modern Wayfinding & Signage

<http://cartlidgelevene.co.uk/work/wayfinding-and-signage/wayfinding-signage>















6 Restaurant & Bar  
East Room

Members Room

4 COLLECTION DISPLAYS:  
Structure and Clarity  
Energy and Process

3 A BIGGER SPLASH  
Tickets available from Level 0  
COLLECTION DISPLAYS:  
Transformed Visions

2 KLEIN + MORIYAMA  
Tickets available from Level 0  
COLLECTION DISPLAYS:  
Poetry and Dream

1 Café  
Starr Auditorium  
Project Space

0 Main Shop  
Clore Learning Centre

Bridge

Turbine Hall

Tickets & Information

The Tanks  
WILLIAM KENTRIDGE  
COLLECTION DISPLAYS

0

- Anamorphic Typography
- 3D typography
- A Projection
- Shadows (etc.)

It can be recorded through the use of video, photography or physical documentation.

Also consider:

- The Lighting
- Perspective
- How it sits in the Space
- How to direct the Audiences Eye