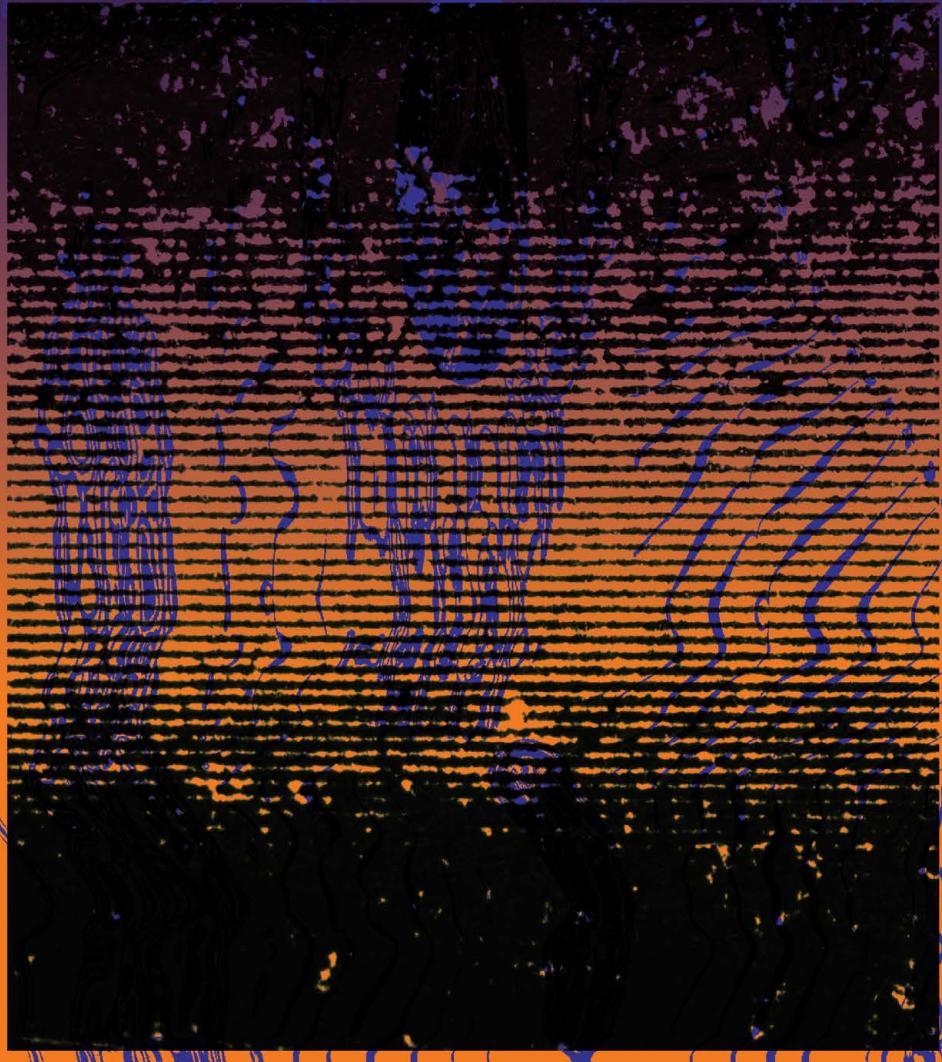
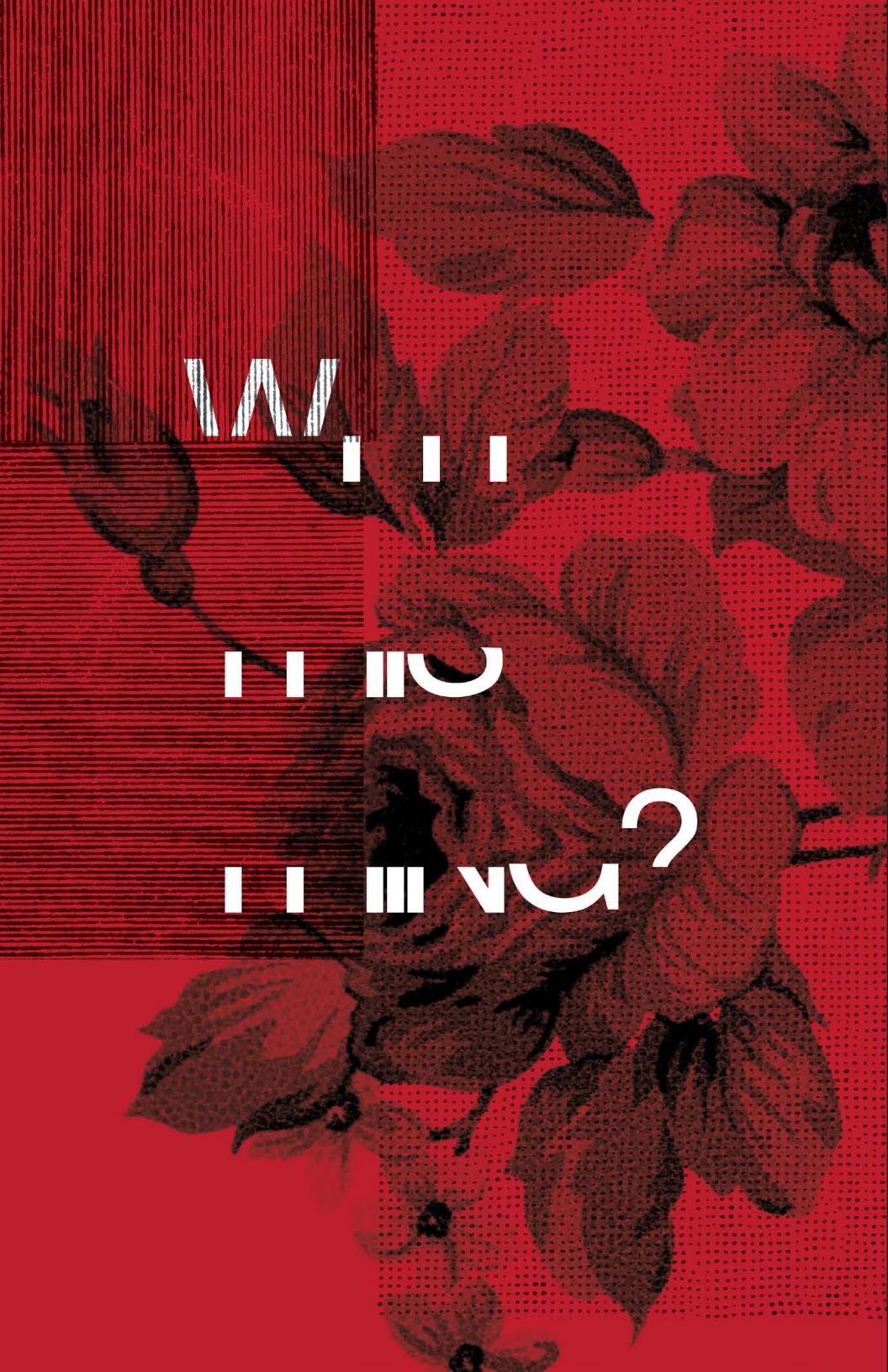


CURIOUS TYPE

BY GENE KELLY



A red-toned, high-contrast photograph of a person's face, possibly a woman, looking slightly to the side. Overlaid on the image are several white, abstract, geometric shapes resembling stylized letters or symbols, such as 'W', 'U', 'I', 'H', 'M', 'V', and '?'.

Fonts featured in this issue:

57-FUTURA
DEAD-BLOCK

HANDDIGITAL

HALF-HELVETICA

PSYCHE-SERIE

PSYCHE-WIDE

DESPITE WORKING
WITH DESIGN FOR
THE LAST
20 YEARS
IM STILL HESITANT
TO CALL MYSELF A
DESIGNER

I have some reason for this.

Design has always been an outcropping of other creative work in music, visual art, photography, video production, and as business tools in my record labels and start-ups I founded.

Just as architects have been preoccupied with the chair, designers are perpetually interested in typography. It's a place to explore and explode the basics; a playground to push the boundaries of form and content. But I think typography is something that's easy to get interested in but difficult to really "know".

My love for typography was cemented when I found a copy of Herb Lubalin's landmark U&lc publication*. Lubalin's work feels like equal parts high-modernism, hippy fuckery, investigative journalism, and punk manifesto. He and his editorial team seem to explore typography from every direction simultaneously, reflecting the modernist golden-age in one spread then cataloging folk designs on the next. I'd love to make something like U&lc, but even in my wildest fantasies, there's no way that could happen.

So Curious Type is pretty much what I am - curious about type. I don't know why I've started to make fonts, but I have, and heck, I got a few of them going, so I might as well bind them together in a Zine.

I mean, would anyone expect it? haha
Jason Forrest

*You can find all the issues here: <http://blog.fonts.com/?s=U%26lc>

HANDDIGITAL

Uppercase

A B C D E F G H I J

J K L M N O P Q R

S T U V W X Y Z

Number

0 1 2 3 4 5 6 7 8 9

My friend Kim Hiorthoy told me once that when you are given a design challenge, you need to just work on your first idea as fast as possible. If that turns out badly, you can keep working, but the first idea is usually the best. At the time I didn't really get it - and I recognize that this may not always be the case - but I've thought about it a lot and try to harness that kind of creative flow as part of my practice.

When I had the idea to make this font, I literally tried to turn my brain off and make it as quickly as possible. I hope you can detect echoes of messy modernism, Scandinavian design, and hand-held video games.

Lowercase

A B C D E F G H I J

J K L M N O P Q R

S T U V W X Y Z

Alt Number

0 1 2 3 4 5 6 7 8 9



EXPERIMENTATION
To the point
FOR INNOVATION

HALF-HELVETICA

Uppercase

**ABCDEFGHI
JKLMNOPRS
TUVWXYZ**

Number

۰۱۲۳۴۵۶۷۸۹

Punctuation

Helvetica, championed by designers and urban planners for its industrial clarity, seems like it is a prime candidate for abuse. Obliquely inspired by the cut-in-half flat-screens of Walead Beshty, Half-Helvetica is a typeface, an art-project, and an instant way to bring miscommunication to any text.

Like all blunt-tools it can be used artistically, so play around with combining upper and lowercase; but be warned, it's never quite as easy to put things back together again.

Lowercase

AUDI

Alt Number

וְיַעֲשֵׂה יְהוָה, כַּאֲמִתָּה

Alt Punctuation

Λ_Ω, α.:π : , / \ - /ο τ -

BU, THE PERVERSION COMES
FROM OUR INCLINE TO ANTHRO-
POMORPHIZE, WHICH I WOULD
SAY, IS THE ORIGINAL PERVERSI-
TY IN THIS CASE WE ASCRIBE
INTENTIONS TO OUR OBJECTS,
ATTACH DESIRE TO THEM, THINK
OF THEM AS WANTING SOME-
THING, OR NOT LIKING CERTAIN
THINGS, WHICH REALLY IS AN EX-
PRESSION OF OUR LACK OF
UNDERSTANDING
OF HOW THESE
COMMERCIAL
PRODUCTS WORK.



BUT THEIR PERVERSION COMES
FROM OUR IMPULSE TO ANTHRO-
POMORPHIZE, WHICH I WOULD
SAY IS THE ORIGINAL PERVERSI-
TY IN THIS CASE WE ASCRIBE
INTENTIONS TO OUR OBJECTS,
ATTACH DESIRE TO THEM, THINK
OF THEM AS WANTING SOME-
THING, OR NOT LIKING CERTAIN
THINGS, WHICH REALLY IS AN EX-
PRESSION OF OUR LACK OF
UNDERSTANDING
OF HOW THESE
COMMERCIAL
PRODUCTS WORK.

Walead Beshty, Sharp LC-90LE657U 90-inch Aquos HD 1080p 120Hz 3D Smart LED TV, 2017. 80 7/8 x 47 11/16 x 4 1/2 inches. Courtesy the artist and Petzel, New York.

57-FUTURA

Uppercase

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

I was looking at an old magazine from 1957 where the typeset was rough with lots of ink-slip and wondered if it would make a good distressed version of the classic font. I scanned the pages and assembled the font by choosing the letters that split the difference between distressed and idiosyncratic. I'm surprised the results turned out so well.

This one's just uppercase, numbers, and punctuation. I considered making a bunch of extra versions or small caps, but I'm not sure it really makes enough of a difference. If you do end up needing something, drop me a line and I'll add it to future versions.

Number

0 1 2 3 4 5 6 7 8 9

Punctuation

* \ - * : , ! i #
. ? ' ; / [] ()
— " , & ...

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(Continued on page 17)

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Where to Go

(Continued from page 1)

as Lilla and Yvonne DeCarlo as Moses' wife, Sephora. All seats reserved. Tickets \$1.25-\$3.00. McVicker's Theatre, 25 W. Madison St. RA 8-4351.

THREE VIOLENT PEOPLE & THE MAN FROM DEL RIO—The first filmed in Vista Vision & technicolor stars Charlton Heston & Anne Baxter; the second stars Anthony Quinn, Roosevelt Theatre, 110 N. State St. RA 6-5300.

WE GEURDIE—A weakling from the Scots highlands grows into an Olympic games champion through a muscle-building mail order course. The film stars Alastair Sim, Bill Travers & Nora Gregson. Surf Theatre, 1294 N. Dearborn St. DE 7-1763.

THE WILD OAT—A French comedy starring Fernandel, English titles. Carnegie Theatre, 1010 N. Rush St. ST 7-8555.

SPORTS

WRESTLING—Every Sat. night the first match begins at 8:00 p.m. Marigold Arena, Broadway & Halsted Sts. WE 5-2218.

HOCKEY—Chicago Blackhawks, Sun., Mar. 10, 7:30 p.m.: Blackwicks vs. Montreal Canadiens. Tues., Mar. 12, 8:30 p.m.: Blackhawks vs. Detroit Red Wings, Chicago Stadium, 1800 W. Madison St. SE 3-5300.

TENNIS—Jack Kramer's 1957 World Championship Tennis Tour, Sat., Mar. 9, 8:30 p.m. Alumni Hall, De Paul University, 1011 W. Belden Ave.

INDOOR POLO—Polo matches every Sat. at 8:00 p.m. Chicago Ave. Armory, 234 E. Chicago Ave.

BALLROOM DANCING—ARAGON BALLROOM, during the music of Andy Powell, Sat., & Sun., 8:30 p.m. Lawrence Ave.

CLUBS—Chicago Symphony Orchestra TV Concerts—Under the direction of Fritz Reiner, Wed., March 14, 8:15 p.m. Auditorium, 121 N. Dearborn St. DE 6-4733.

FURS—Fine furs at reasonable prices. Mink stoles & capes in all shades as well as full length coats in a wide variety of styles Englewood Fur Shop, Room 219, 22 W. Madison St. RA 6-4733.

FURS—Latest styles in mink, beaver, sheared raccoon & Persian Lamb. The shop also re-models your old furs. Kurt Gruner, Suite 1500 Stevens Building, 17 N. State St. FI 6-4635.

FOOTWEAR—Carried here is a vast selection of sport, dress & evening shoes styled for tall & hard-to-fit women. Sizes, 5-14; widths AAAA-C. Nierman's Smart Shoes, Stevens Building, Suite 1617, 17 N. State St. RA 6-0016.

CONVENTIONS—ADVERTISING SPECIALTY INSTITUTE—Fri., Mar. 8 through Weds., Mar. 13. LaSalle Hotel, LaSalle & Madison Sts. FE 2-0700.

CHICAGO INTERNATIONAL SPORTS & OUT-DOOR SHOW—Fri. Mar. 8 through Sun., Mar. 17. International Amphitheatre, 32nd & Halsted Sts. YA 7-5580.

NATIONAL ASSOCIATION OF WASTE MATERIAL DEALERS, INC.—Sun., Mar. 10 through Tues., Mar. 12. Conrad Hilton Hotel, 720 S. Michigan Ave. WA 2-4400.

AMERICAN MANAGEMENT ASSOCIATION INSURANCE CONFERENCE—Sun., Mar. 10 through Weds., Mar. 13. Palmer House, State & Monroe Sts. RA 6-7700.

FARM EQUIPMENT WHOLESALERS ASSOCIATION—Mon., Mar. 11 through Thurs., Mar. 14. Edgewater Beach, 5319 N. Sheridan Rd. LO 1-6000.

MIDWEST POSTAGE STAMP SHOW—Mar. 14 through Sun., Mar. 15. Auditorium, 2 W. Madison Sts. FE 2-0700.

SPECIAL EVENTS—MEDINAH SHRIKE BLACK

The 15th annual presentation of the Hawthorn Wild Animal Farm, featuring animal & acrobatic acts. Wed., Mar. 14, Sat., Mar. 17, 3:30 & 8 p.m. Auditorium, Sun. Medinah Temple, Wabash & Erie.

ART INSTITUTE OF CHICAGO—Photography by Lisa Larsen, Lite photographer. Treasures from the Pierpont Morgan Library. Flower & bird prints by Japanese woodblock artists. Michigan Ave. at Adams St.

CHICAGO PUBLIC LIBRARY—Randolph St. Corridor—Commercial Art Exhibition by Artists Guild of Chicago. Old & unusual jewelry Art Dept.—Lithographs by Zek Ziner; Ceramic by Martha Wood. Music Dept.—Collection of Composer Postcards. Technology Dept.—Early combination locks. Michigan Ave. at Randolph St.

by Civil Aeronautics Administration, E. 57th St. & S. Shore Dr.

UNIVERSITY OF SCIENCE & INDUSTRY—"Man Steps Into Space," a new Navy research exhibit showing the Navy's part in 1957 International Geophysical Year. Aero-Train exhibit of E. Motors Corp.

ANTIQUES—Two wares, ranging in price from \$1.00 to \$500. Mon. to 5:30 p.m. Mon. eve, to 8 p.m. Antiques Mart, 100 N. Michigan Ave. WE 9-4767.

BLUSES—A selection of beautiful imported blouses. Exclusively carried are the "Rositta Blouses" from Vienna, Austria. There are also other blouses plus custom sweaters, lingerie, stockings, scarves, handkerchiefs & accessories imported from France, Italy, Switzerland, Roumania, Belgium, Germany. Vienna blouse Shop, Room 1514, Stevens Building, 17 N. State St. DE 2-1017.

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PSYCHE-WIDE

Uppercase

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

Lowercase

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

Alt Glyphs

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

I've been collecting typography books for a while and am a sucker for huge display fonts. I found this one in a book called "A2Z And More Signs" from 2006 and when scanning it in I gave it a wiggle, then I did it again and again. While fun, that wasn't really enough, so I started stretching and re-building each form and what I ended up with is really quite different.

In my mind you'd use this for concert posters and big call out text, hopefully for something arty or weird, but the truth is I really want to see people use this for copy, haha.

Comes with 3x uppercase 2x numbers, punctuation, brackets, symbols, and arrows

Numbers

0 1 2 3 4 5 6 7 8 9

Alt Numbers

0 1 2 3 4 5 6 7 8 9

Brackets & Dividers

{ } [] () - _ <<>> ↗ ↘ ↙ ↖ ↛ ↜ ↝ ↞ ↞

Arrows

↑ ↗ → ↓ ↘ ← ↙ ↖ ↛ ↜ ↝ ↞ ↞

Symbols

\$ ¢ & @ / . * ``
! ? ; : , ... ! ? ; :



**SHORT DISTANCES
SUCH AS A FEW
METERS,
DIFFERENT
UNIVERSES,
OR DIFFERENT
POINTS OF TIME**

S

PSYCHE-SERIF

Uppercase

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

Lowercase

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

Alt Glyphs

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

The country cousin to Psyche-wide, Psyche- Serif has a woozy but playful vibe like a hopped-up kid after a night of Halloween candy. I tried to be mindful of the lilting nature of the different forms, but ultimately felt like it was better to be weird than standard. That said, a high-degree of effort has been made in re-building these characters.

Again, happy to make more variations if people like it, just reach out, I'm friendly.
Comes with 3x Uppercase and punctuation.

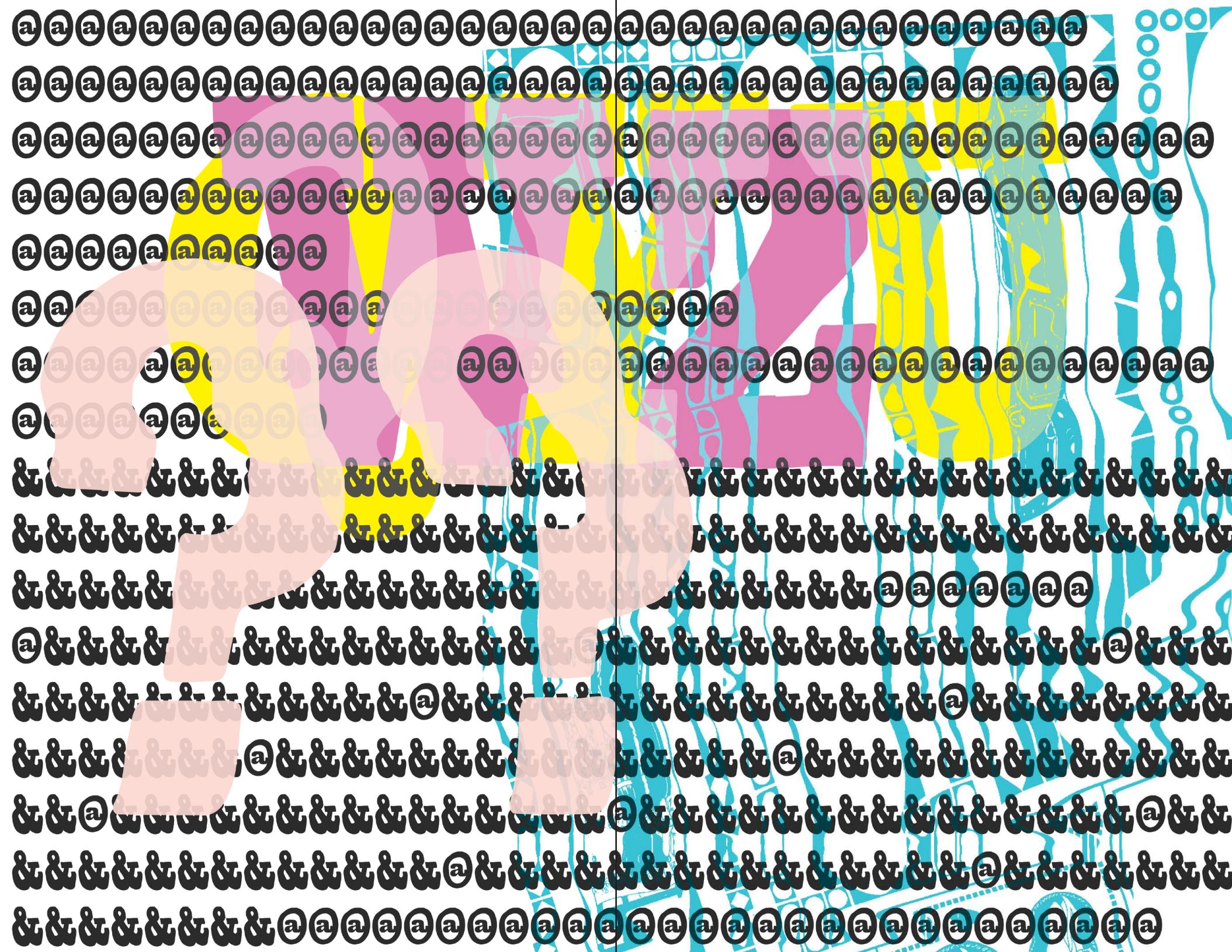
Symbols

& @ ™ ()
? ! ' ; : - ...

MISSISSIPPI



PHOTO: ALEXANDER COGGIN



DEAD-BLOCK

Uppercase

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

Lowercase

A b c d e f g h i j k l M
N o p q r s t u v w x y Z

Alternate Uppercase & Extra glyphs

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

Alternate Lowercase

AబcdefghiյkLMN¤oPq
rS†uvwxyz

My wife, the artist Jen Ray, asked me to make a design using the type off an old Dead Kennedys flyer. I scanned it, then thought I might make a font out of it, then downloaded glyphs, etc, and here I am - 6 weeks later with a handful of fonts and a zine. So this is the typeface that kicked me off on this tangent. Like punk, it's a bit dumb but I like it that way.

Included you get the whole deal, 2X Uppercase, 2x Lowercase, International, Numbers, Fractions, Punktuation, Math stuff, Arrows and even a few extra Symbols thrown in for good measure.

Following pages illustrate the font with a page of punk stuff and a concept for a burger joint.

International

Á Â Ä À Å Ä Æ É È Ë È Í Î Ì Ñ Ó Ô Ö Ò Õ
Œ Ú Û Ü Ù W Ð Á Â Ä À Å Ä Æ É È Ë È Í Î Ì Ñ
Ô Ô Ö Ò Ø ÕŒ Ú Û Ü Ù W Ð W Y Y Y Y

Numbers & Fractions

0123456789 1/2 1/4 3/4 1/8 3/8 5/8 7/8

Punktuation & Brackets

/|\\-.*"/"^\\"+;:_.,**!i.74{[]}{()}--_--<><>

Symbols

Mathematics

πΣ√∂%‰+-×÷=≠><≥≤±≈¬∞

Arrows

R.A.T. BADIES

7PM - SERUM POLICE
8PM - FLAILING BALLOON MAN
9PM - GHOST EYES
10PM - R.A.T. BADIES

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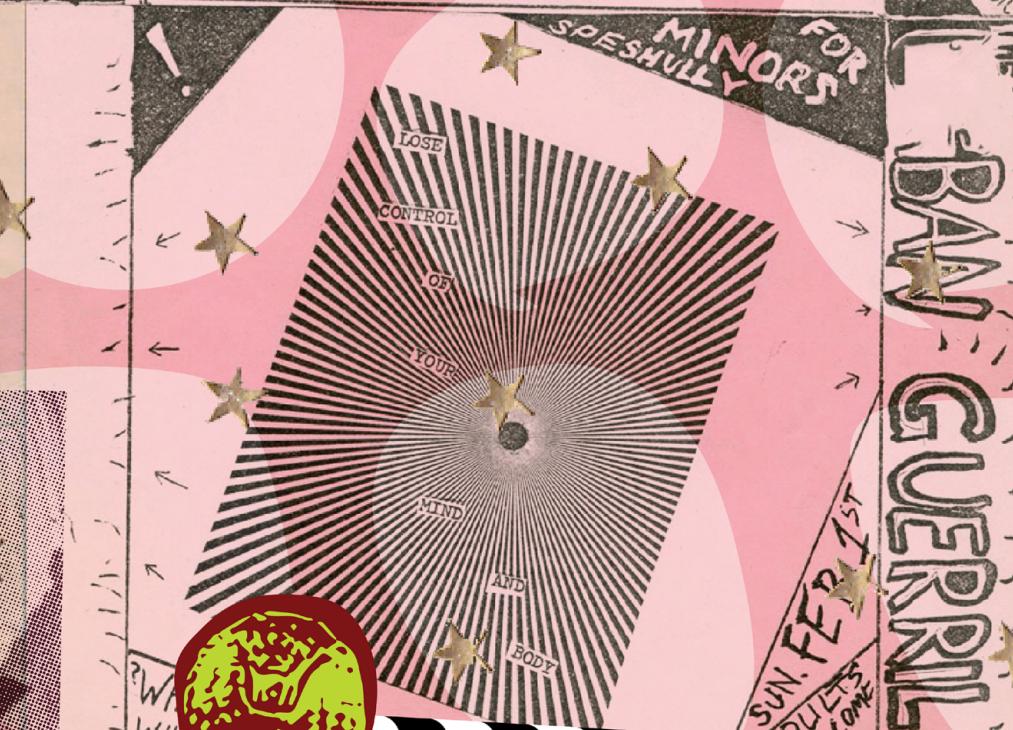
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300 READING 103 997 4411

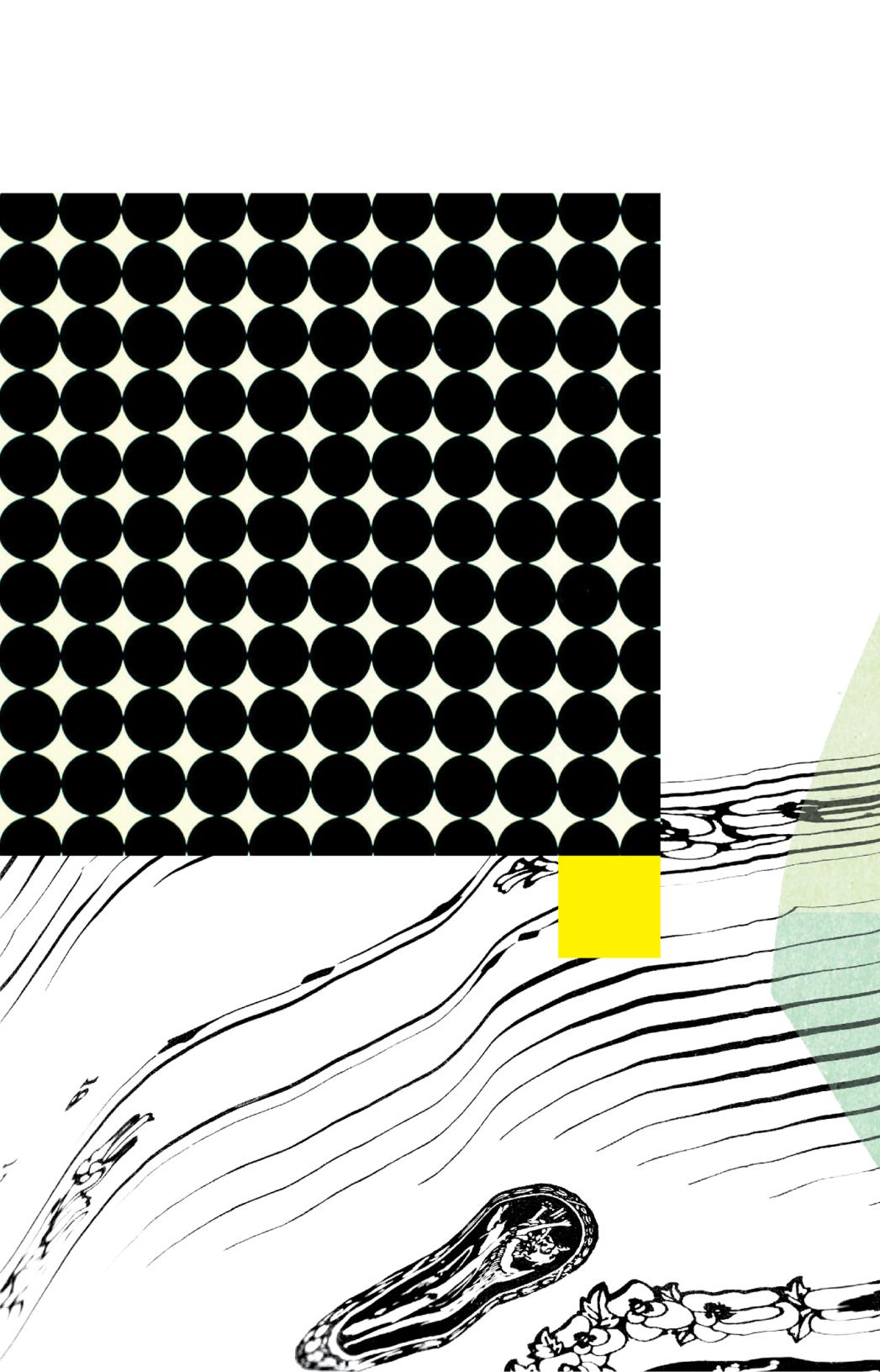
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