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Word count: 1,403
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Exhibition looking into the projection of type

I am focusing on creating an exhibition on the history of typography mainly focusing on how it has changed through time and moved into different medias. It is titled 'The projection of type'. This exhibition will be featured in the Tate modern in London exploring different eras of typography it will act as walk through time. I have chosen to do my exhibition in the Tate modern as there will be a large amount of open space allowing the exhibit to display a timeline of Type in different ways such as cut into different medias and also have different interactive displays. It will also focus on the work of Dan Tobin Smith who has focused on the 'use of anamorphosis, otherwise known as distorted projection, helping to build the letters with a high degree of accuracy' (Smith, (2018)).

I intend to create different spaces/rooms in the exhibit to break it up and clearly show case the different eras. The start of the exhibit will be a smaller room that's entirely made of large rocks that line the walls. On the rock there will be old chiselled text from before books where hand lettered and movable type was created this shows that type is 'strongly rooted in its history' (Trencsenyi, 2015:32). The room will be small and only fit three or four people in at a time this will make the exhibit feel like it's turning into its own space and will give the viewers that feel of history as they enter the exhibit. The next room will be larger and have all white walls to make it feel like a more open space compared to the smaller room and also hinting on the idea that there is now more opportunity for type to be displayed in different medias and a solid concrete floor that will go throughout the rest of the exhibit to make it all feel connected as one exhibit. This room will feature large images along the wall from books that were hand lettered in Gothic style that had been developed by scribes and then move onto the invention of movable type press that was created by 'Johannes Gutenberg' and show case large images of 'Gutenberg's' first carved typeface that was based on the handwriting style of the time (1400's) and was then used to print the first books in Europe. Then will continue into the next era of type that will be exhibited along a time line starting on the 1400's and then moving onto the 1500's and the 1700's know as old style or Garalde this is when fonts were carved to form more printable Typefaces this is also an era where typographers started creating different styles of their own rather than following what already exists this created type that was more upright and had straighter crossbars compared to previous type faces. Furthermore, the timeline will continue to the 1800's and 1900's and have a brief description on how all these different styles have influenced more modern typefaces.

The first room focuses more into the history and how type has evolved over thousands of years the next room will consist of the same white walls and concrete floor however it will be long and rectangular and will act as an interactive art piece. It will be a darker room with spotlights lighting up one of the longer walls and have no other lights in the room to make the room feel darker. The two shorter walls will have the entrance and exit on either side they will be small open-door frames to make sure the room feels like its own space. Through the centre of the room there will be three tables evenly spaced from each other acting as work desks each table will have three chairs along one side of the table, so the backs of the chairs

are facing the one lit up wall. The space between the chairs and the lit-up wall will act as the walkway through from the entrance to the exit of this part of the exhibit this will allow viewers who want to use the interactive space to not be disturbed. On each table there will be an old-fashioned overhead projector (OHP), projecting onto the other longer wall that has not been lit up by any light to make it the key feature of the room. An example of this is shown in figure 1. On each of the tables there will be a selection of different pens such as sharpies (thick and fine), calligraphy pens and many more different styles to allow people to create their own type. There will also be sheets of acetate on the tables for people to draw on and place onto the overhead projectors to create their own type display. Along the back lit up wall there will be shelves that have boxes of different type that has been printed onto acetate for the viewers to also use and mix with their own written type on the overhead projector This allows the viewer to act 'like the pupil or scholar' (Ranciere, J. 2011) as they are learning from the experience as it 'links what she sees to a host of other things that she has seen on other stages' (Ranciere, J. 2011) there for the viewers can incorporate what they have seen in logos magazines into their own type design . They can leave their acetate they have written on for other people to use in the boxes however by making this choice it can lead to an 'act of criticism' (Trencsenyi: 2015:32) by viewers or they could take it with them to create different type moments of their own or to display in their homes or workspaces.



Figure 1

To follow on from the interactive room there will be a smaller square room draped in black curtains to make the room feel dark and also keep noise insulated so it doesn't spread throughout the rest of the exhibit it will still have the continues concrete floor with wooden benches in the middle of the room and a screen on the opposite wall to the entrance. There will be a projector on the ceiling displaying a video onto the screen. The video will consist of different people designing and writing type this will give a 'sense of place' (Relph (2007, p. 19) as it will show the beginning of a design and what it can evolve into. The video will start with a birds eye view angle of people designing type with rough sketches and creating an idea the video will flick between different people designing a type to show how different every letter can be and show different styles of penmanship, as each person would of all started with the same letters and created completely different ideas. The video will have noise of the pencil to paper and the idea process behind why they decided to create that style of

text. This will show the viewers how many different styles of type there can be. The exit will be adjacent to the wall with the screen and lead into the final room.

The final room will be the largest space which will consist of the white walls and the continuous concrete floor that runs throughout the whole exhibit. The room will be lit up from ceiling lights and will be a large light space. On the wall with the entrance there will rows of virtual reality headsets for the viewers to use in the room. This allows the room to become whatever it wants or desires to be and ‘changes the ideas about the function of a museum and the space of an exhibition’ (Trencsenyi: 2015:31) it allows ‘our ideas about the space where a theatrical event can take place’(Trencsenyi: 2015:31) to come alive. The Headsets will display Dan Tobin Smith’s ALPHABETICAL project which consists of 19 letters and the virtual reality headset will slowly display the different letters so people can see the entire collection at the same place at the same time. This project flows with the exhibit because it also shows projection which has been a theme throughout the exhibit. However, Smith uses ‘distorted projection helping to build the letters to a high degree of accuracy’ (smith, (2018) Each letter is made from a different visual idea and look completely different to each other however they are always displayed ‘as a photograph’ (smith, (2018). The figures 2,3 and 4 show three of Dan Tobin Smiths designs that will be displayed in the exhibit.



Figure 2



Figure 3

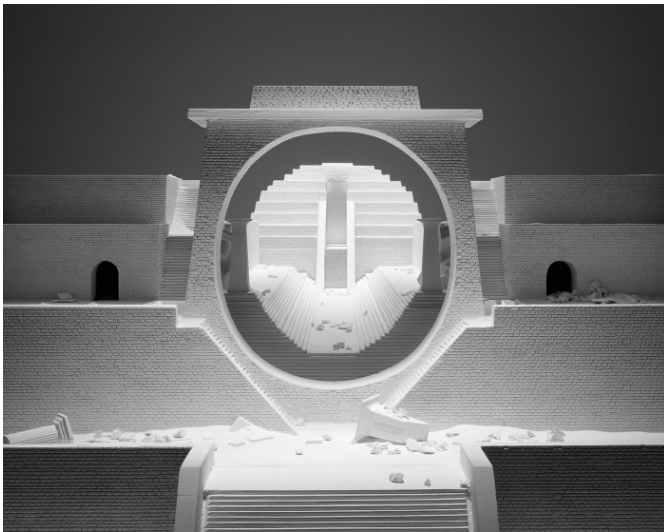


Figure 4

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