The Influence of Modernism in TYPE DESIGN for Signage: Development of KOBALT (Typeface) and SIGNAGE for Oficina Cobalto

INTRODUCTION

Oficina Cobalto is one of many independent galleries, but the aspect that distinguishes it is its intention that goes beyond an artistic exhibition space. It is a space where different artistic variants are interconnected, a space for the Porto artistic community and the general public. Of these artistic strands, it is certain that the contexts and visual elements will be diverse. Therefore, the brand must represent an entire community, with elements of communication that evoke the message and the meaning of this space, with the production of a functional language.

It is from this last paragraph that the contextualization of Modernism emerges. This Avant Garde movement points to the reshaping of the Industrial Revolution—which leads to mass manufacturing—, the continuation and restructuring of human consciousness in the face of the devastating consequences of the First World War. Leading to a manifest of changes in art, culture and humanities in Europe, Modernism marked the characterization of a culture for the people (Droste, 1990). Later, the second phase demonstrated an aesthetic and technological concern in the manufacture of art (Greenhalgh, 1990).

GOALS

- How to contextualize modernism in contemporary design?
- Why create a font for a small art gallery?
- How can we develop a single typographic family with modernist characteristics, in the context of today?
- The New Typography suggests the use of only one type of font in an artifact, however it is opposed to the use of more types. Is it possible to merge two fonts in a variable typeface?

EXPECTED RESULTS

This project aims to recognize the criteria demanded by modernist typography, through the study of the construction of letters in a contemporary context. It is proposed to create a complete and versatile typographic family, with grotesque and geometric characteristics. Its main objective is to achieve the quality level of a personalized font for a public space, and effectively represent its multifunctionality. It is also important to mention that a set of icons will be produced, alluding to each of the artistic aspects (ceramics, painting, drawing, silkscreen) and the function of each area, according to the floor plan (store, ceramic workshop, bathroom, kitchen, annex, garden)—inserted in the form of a typographic character. At the same time, the aim is to develop its visual identity, accompanied by the type of font and composed by a stationery, website proposal and social media layout, as well as the design of a matrix grid for event posters.

REFERENCES