Analog Aesthetics

Analog Fundamentals for Graphic Designers
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Hosted by: Novo Typo

Project Information (EN)

A Practical Guide for Self-Sufficiency

Analog Aesthetics is part of Novo Typo Offgrid, an ongoing research project about self-sufficiency and sustainability within the context of graphic design. Based on the core idea that a (typo)graphic design studio that designs and produces its own letters should also be able to make its own ink and paper. Analog Aesthetics explains how we can produce our own locally sourced paper and plant- and mineral based inks, in order to create our own parameters of design. On the background of this exercise lies the need to face a global overly complex system of production, supply chains and restrictive industrial standards, that have shown their dangerous disruptive effects. The project started during the first lockdown in 2020 and is designed and produced within close proximity to Novo Typo’s Amsterdam studio. The project is described in the book Novo Typo Offgrid which is available through booksellers worldwide. The new DIY-zine publication Analog Aesthetics will be launched during Dutch Design Week 2023 at Piet Hein Eek.

Projectinformatie (NL)

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Image List

Filename	Caption	Credit
novotypo-ddw-01-web_1687948511.jpg	Analog Aesthetics	Novo Typo
novotypo-ddw-02-web_1687948799.jpg	Analog Aesthetics	Novo Typo
novotypo-ddw-03-web_1687948958.jpg	Analog Aesthetics	Novo Typo
novotypo-ddw-04-web_1687949124.jpg	Analog Aesthetics	Novo Typo
novotypo-ddw-05-web_1687949540.jpg	Novo Typo / Mark van Wageningen	

The images above are included in the ZIP under `/images`.