Chicago Typography
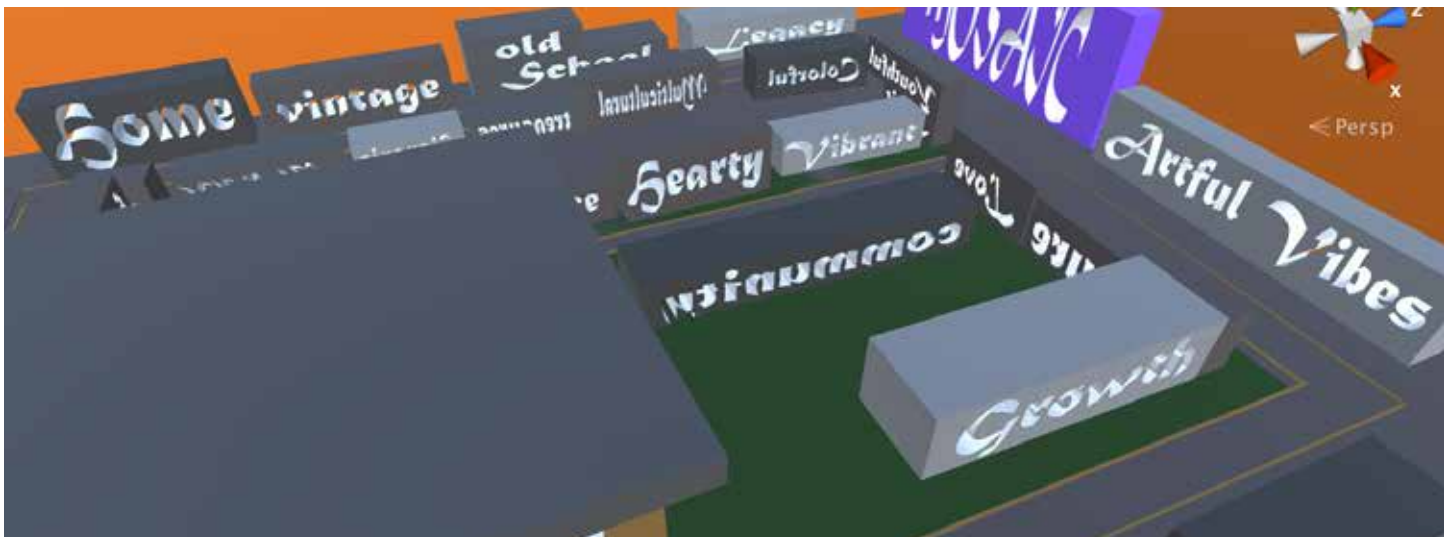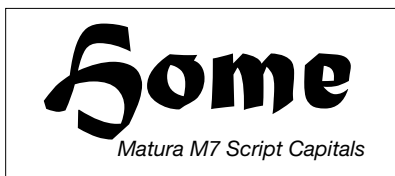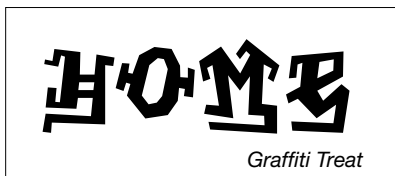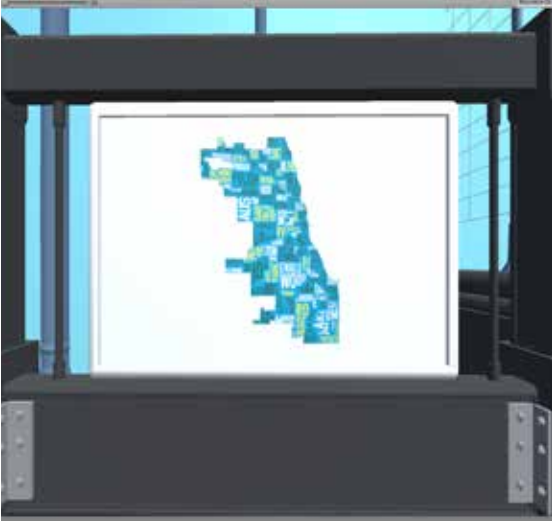
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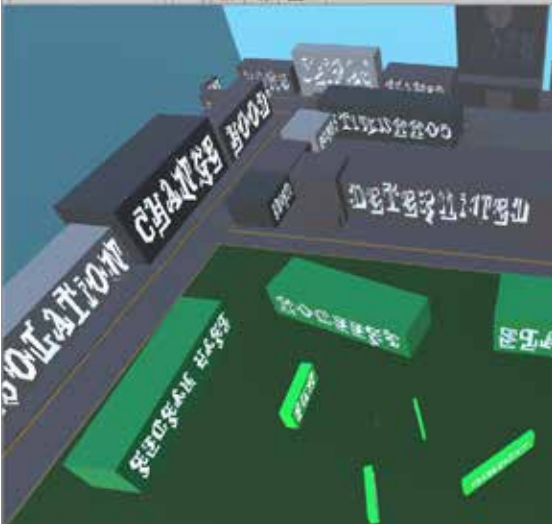Chicago, Illinois
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This project involves typography and an info-graphic system that is represented in 3D. This idea is represented in a map of Chicago that is made up of lines and letters to showcase the diversity of the city. The user should gain a new outlook on the cultural aspects of the city after using this model. When the user enters the experience and chooses what areas to explore they should be able to get a closer look into the map as they approach. Upon the users request, the user is teleported into a place where words are used to recreate a small portion a particular neighborhood. In this simulation, only two neighborhoods were offered for exploration because of their strong cultural and typographical aspects: Englewood and Pilsen. The typography used in each neighborhood was chosen to represent the characteristic of the area. The character style, *Graffiti Treat (created by Typodermic Fonts)*, from Englewood is reflective of the graffiti and street art that can be found there. The character style, *Matura M7 Script Capitals*, used in the Pilsen simulation is reflective of the festive Hispanic spirit that has a strong presence in the area.

Graffiti Treat

Matura M7 Script Capitals

Chicago Typography

Chicago Text Map, Introduction

Englewood Text Neighborhood

Pilsen Text Neighborhood

By conducting research on the dynamics of these neighborhoods, I was to be able to create about four blocks of text that captures an iconic venue or street corner that is very identifiable to the area. For example, Pilsen is known for it's live inhabitants on sections of 18th street. I conducted research into the types of graphics each neighborhood has by gathering pamphlets and images from buildings to capture the essence of the scene through type.

The experience begins at the beginning of a subway tunnel where the map appears on a board. When the user picks either Englewood or Pilsen, they are transported to a place where typography is expressing specfic word choices that is unique to each neighborhood. The heights and placement of the buildings reference the actual geographical placements in real life.

The user is encouraged to explore the neighborhoods as they read words from various angles and perspectives. They are free to walk through and around the typography to create their own experience.