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Total signs: 2'048

Total pages: 12

Page number:

8



		<p>NORM The Things</p> <p>The Swiss design team NORM added a new chapter to type design by making the 'sign-generator'.</p> <p>The 'sign-generator' is a computer programme that can create symbols out of lines.</p> <p>the programme exists out of 9 dots witch can be connected by 36 lines now the computer calculates all the possible symbols and prints them for you.</p> <p>NORM was not looking for a new Type design but for new shapes but they did extract some type designs from the programme.</p> <p>NORM tried to break down the aphabet like we know it now and replace it with new symbols and shapes.</p> <p>they say that type designers have always been buzzy with the eastetics of the letter but not with the contend and that is what they tried to change, they were looking for a new structure maybe a better one.</p> <p>NORM is only interrested in the vissible so everything you can withness with your naked eye, if it's to small or to big they see it as inrellevant.</p> <p>in ther book 'The Things' they order things by size and by dimention so if something is 3D and as big as a human than it belongs in group 2.</p> <p>with this structure thay tried to form a new order in the alphabet so the book The Things is a book full of new symbols and graphic design.</p> <p>the book</p> <p>interview Dimitri Bruni and Manuel Krebs founders of NORM</p>									