

‘In Praise of Distortion’

Line of enquiry:

To design a... (what is the format?)

typeface/ typography/ publication

About..... (what is the topic?)

the value of distortion

That... (who is the audience?)

People raised in a pressurised Japanese society that no longer allows for distortion in the pursuit of perfection.

*Can use to... (what will they know/
think/feel/do as a result?)*

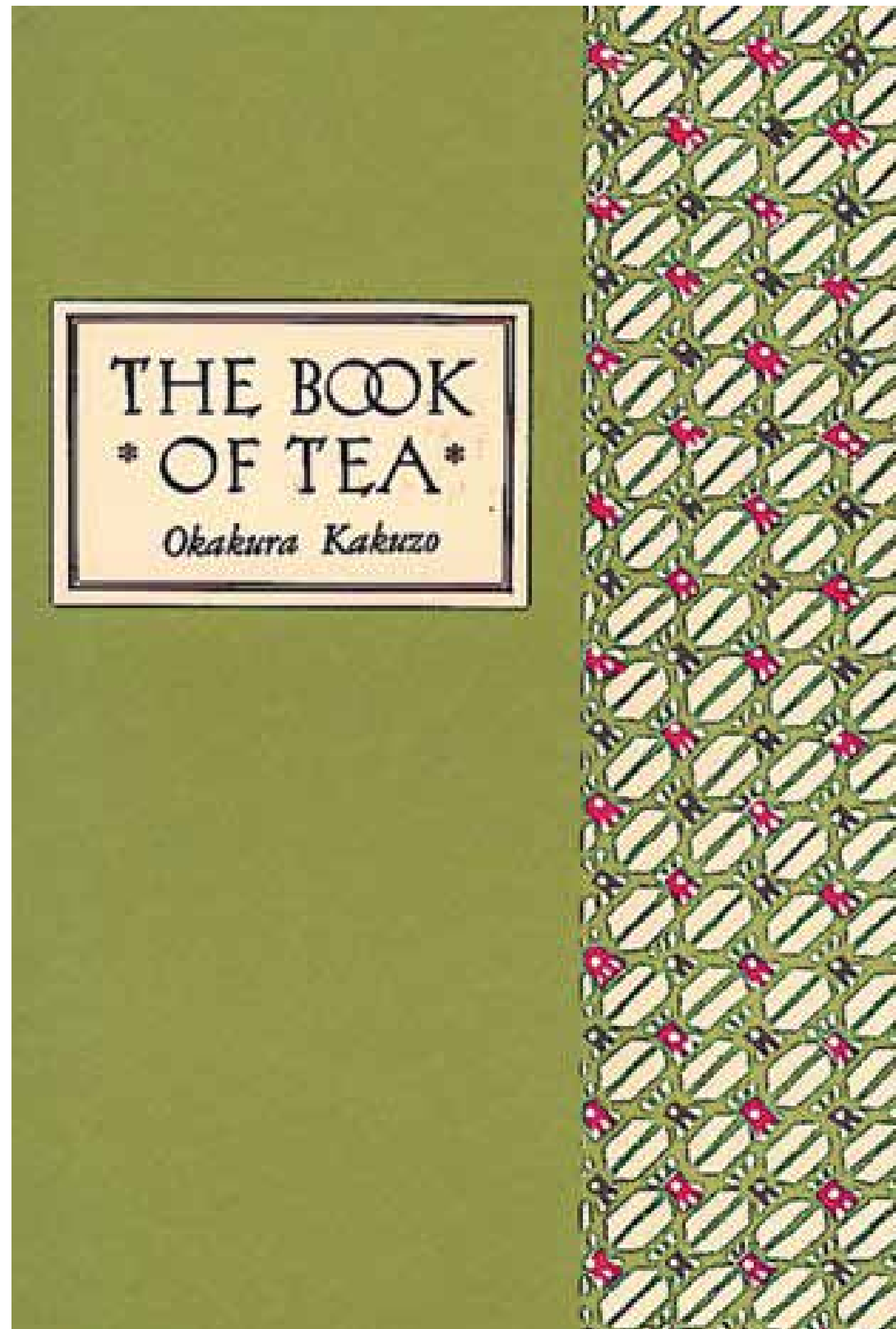
Review the term 'distortion and accept that not being perfect is not a bad thing, but a positive aspect of individuality

In... (what context?)

the context of finding positive value for distortion.

By focusing on the beauty of distorted typefaces, rather than on the moulded, idealised typeface, can we question Japanese society's attempts to be perfect and homogeneous?

Reference 08



It (Teaism) is essentially a worship of the Imperfect... Our home and habits, costume and cuisine, porcelain, lacquer, painting,... Our very literature - all have been subject to its influence.



Visual reference 10: Comme des Garçons S/S97



Rei Kawakubo is known as one of Japan's leading fashion designers because of her questioning of aesthetic values, particularly Western ones in the fashion industry.

The clothes presented in the 1997 spring/summer collection 'Body Meets Dress, Dress Meets Body', commonly known as 'lumps and bumps', were designed to be worn in places on the human body where they should not exist.

The collection caused controversy in the fashion industry, as the 'common' beautiful body shape was distorted by the novel design of padding and bulging in places on the human body where it should not exist.

When considering this collection, these distorted-shape garments liberate the body from fashion's assumptions about the physical aspects of women's busts and hips, and raise questions for the viewer about the 'perfect' body beauty. I was inspired by Kawakubo's attitude and collection and wanted to express it through typefaces.

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?

I don't think I can use these letters for a publication

Definiton of “distortion”

Definition 01 (Visible)

a change to the original or natural shape

Definition 02 (Invisible)

a change to the intended or true meaning

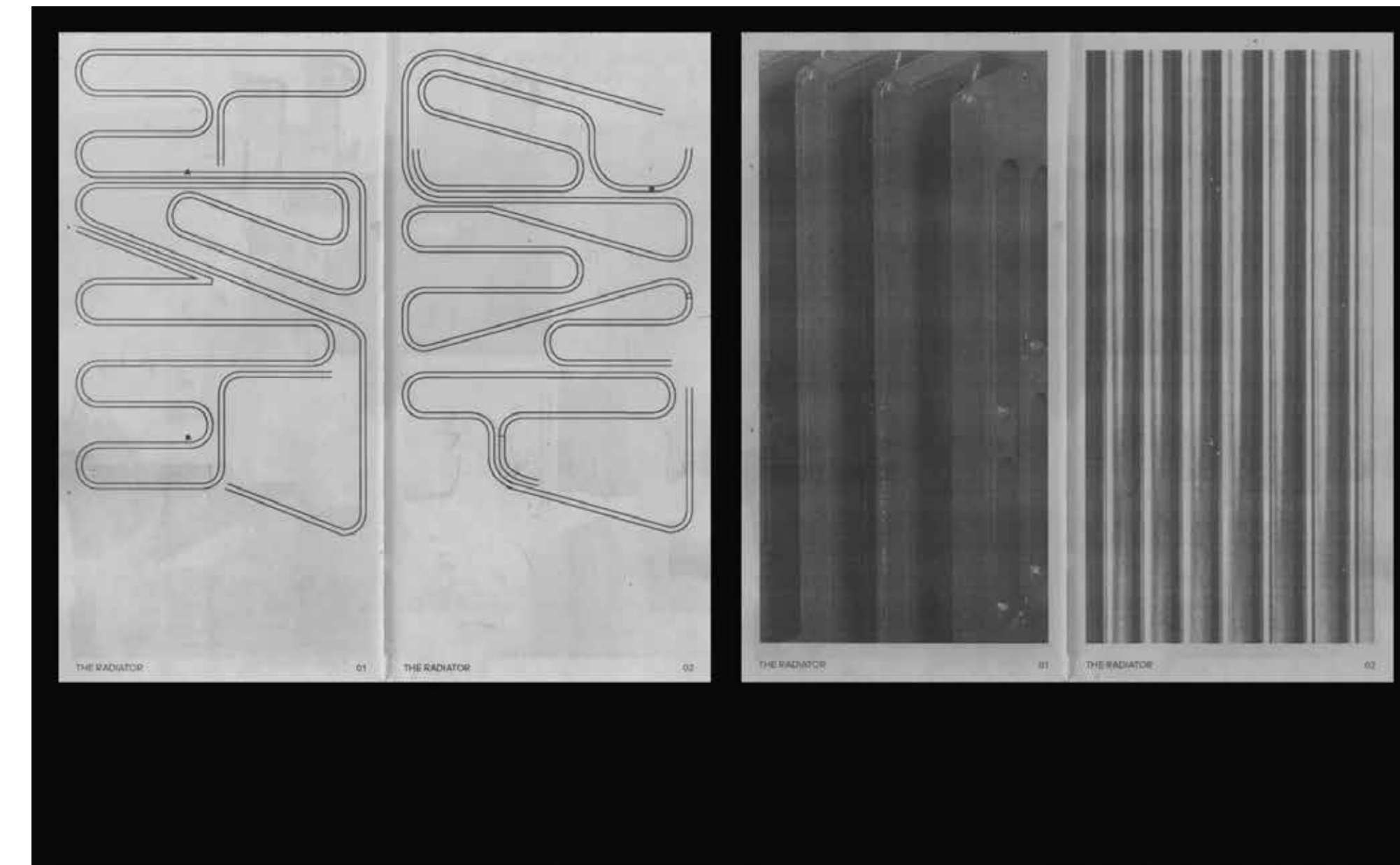
Reference: Cambridge dictionary (2023)

Definition in my project

The definition of distortion in the project refers to a state in which the original form is lost, deviating from the prescribed format.

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Reference: Emily Schofield

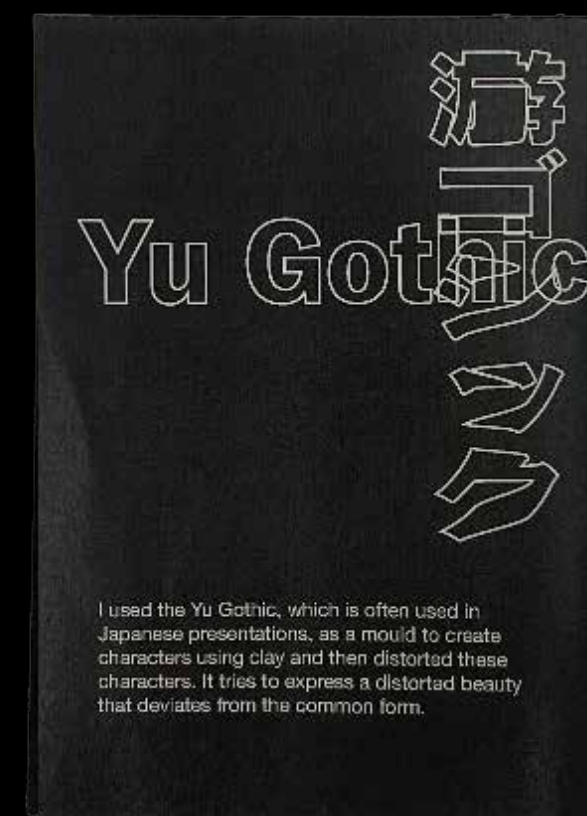


his correction of the formula "god is dead" (god was always already dead, he just didn't know it; we were always already modern (we just didn't know it)). The main target for ooo is thus not transcendental philosophy with its subject/object dualism, but modern science with its vision of "gray" reality reduced to mathematical formalization: ooo tries to supplement modern science with a pre-modern ontology which describes the "inner life" of things. Bryant (who, before his engagement in ooo, was a Lacanian psychoanalyst) resorts to Lacan's "formulas of sexuation" to articulate the basic difference between traditional (or modern) metaphysics and ooo: metaphysics follows the masculine side of universality grounded in a transcendent exception (god or subject who grounds or constitutes objective reality), while ooo follows the feminine side of nonall without exception (there is no transcendent exception, reality is composed of objects who are all on the same ontological level, and there is no way to totalize this multiverse).

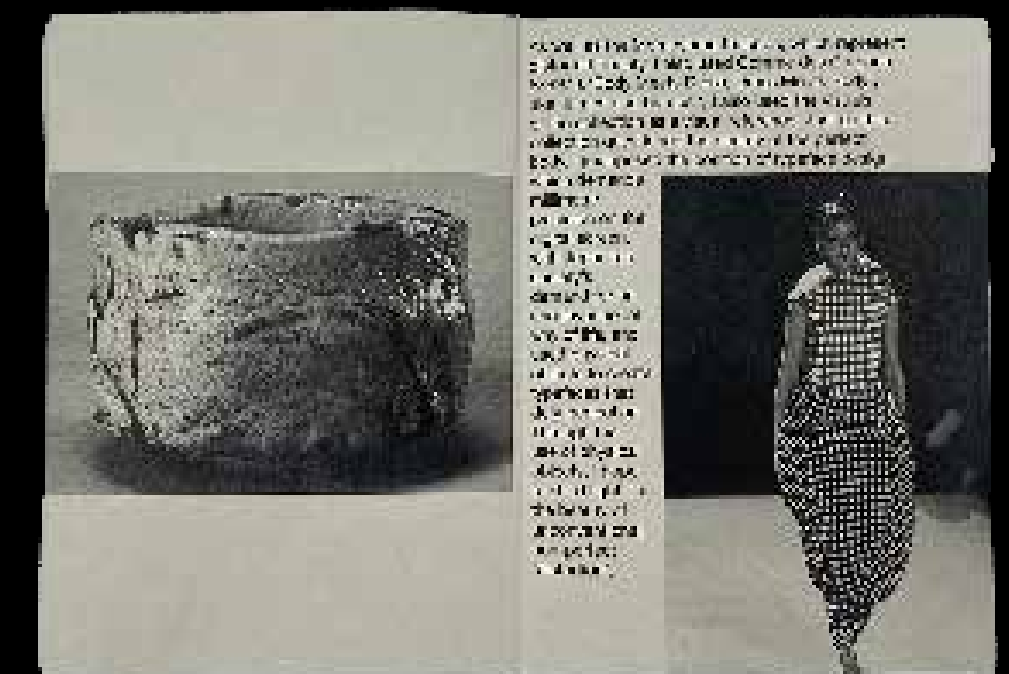
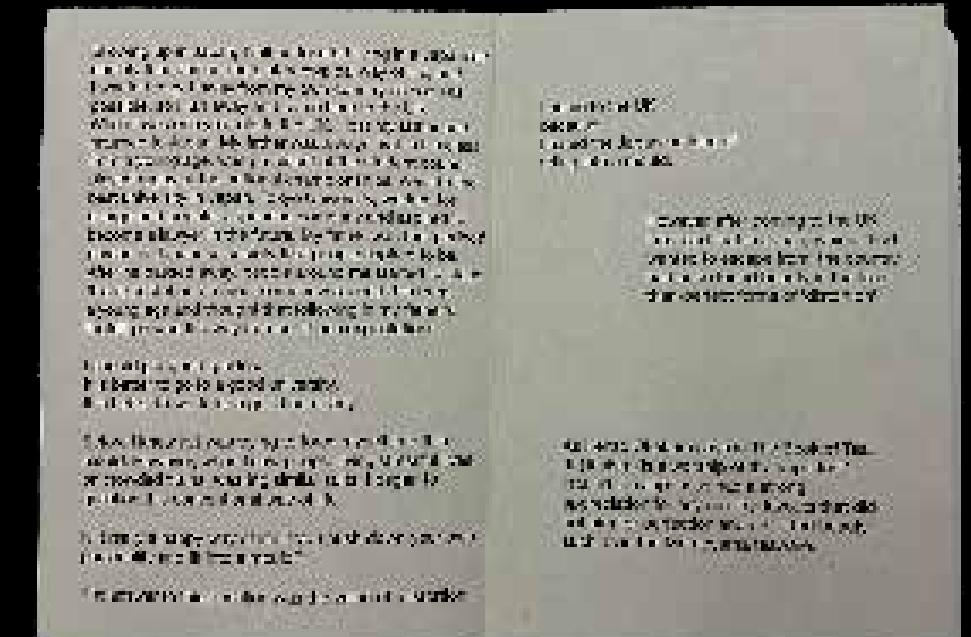
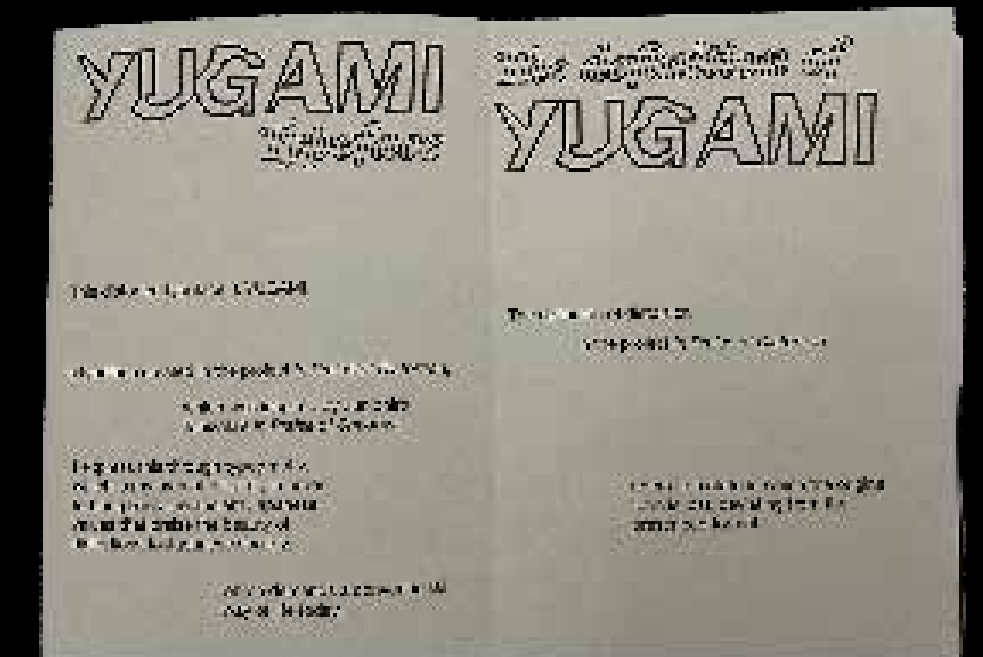
What to do next?



Publication



I used the Yu Gothic, which is often used in Japanese presentations, as a mould to create characters using clay and then distorted these characters. It tries to express a distorted beauty that deviates from the common form.



Question

Final format

Publication style

English and Japanese?

Reference 09: In Praise of Shadows

