

# PUBLIC FOUNDRY: (TOWARDS A) MANIFESTO FOR A (NEW) TYPOGRAPHY WITHOUT TYPOGRAPHERS(v1.0)

Public Foundry is the renegade child of Postconceptualism,<sup>1</sup> Memetics<sup>2</sup> and FLOSS.<sup>3</sup>

Public Foundry calls for a (new) typography powered by the public and the machine, roused by the everyday interplay of information and language.

Public Foundry calls for a practice of citizens, designers and machines intermixing to demystify and diversify the process of font design and distribution.

Public Foundry calls for a typographer-less type foundry that is fundamentally and unashamedly public.

Public as in people — teaching machines to teach themselves to draw fonts that represent diverse cultures, histories and ideas so that typography becomes as eclectic as the individuals and communities involved.

Public as in commons — supporting peer-to-peer production and exchange of hand-made, machine-made and hybrid letterforms such as folk and found letterforms often overlooked and dismissed as ‘amateur’, ‘vernacular’ or ‘ugly’.

Public as in open and shared — releasing fonts under free, libre and open-source software licenses allowing anyone to access and use them, modify their designs and redistribute them, inviting collaboration, experimentation and speculation.

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(1)

Postconceptualism is an art theory that builds upon the legacy of conceptual art in contemporary art, where the concept(s) or idea(s) involved in the work takes some precedence over traditional aesthetic and material concerns.

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(2)

Memetics is the study of information and culture based on an analogy with Darwinian evolution. Proponents describe memetics as an approach to evolutionary models of cultural information transfer.

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(3)

FLOSS stands for: “Free/Libre/Open Source Software”. The use of libre denotes the idea that the software is “free as in free speech, not free beer,” as Richard Stallman put it.

## PUBLICFOUNDRY.AI