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21 century fonts

IDENTIKAL TWINS

THE BOYS FROM THE U.K. TALK
ABOUT THEIR NEW TYPEFACES

SEXY TYPE DESIGN
CREATE STUNNING TYPEFACE DESIGN
WITH OUR EXPERT TIPS

NEW ZEALAND
FOUR HOT TYPE DESIGNERS FROM
ACROSS THE TASMAN PROFILED

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\$7.50

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Sometimes called “the most famous twins in design,” Nick and Adam Hayes form the aptly named design firm Identikal, whose eclectic layouts, fonts, multimedia and graphics have drawn recognition in some of the hippest design circles in Europe and America.

Nick and Adam grew up in Camberwell in South London and founded Identikal in 1998, when they were fresh out of university. They have been working in London ever since, making a name for themselves with a diverse and continually evolving body of work that is at once playful and serious, ranging from graphic design and typography (they have over 250 fonts to their credit) to their latest endeavor, electronic music.

Creative work

Identikal’s work is driven by creative tensions arising from the brothers’ sometimes divergent passions for technology and style, resulting in a unique

PHUTURE

BY PETER CHEN

IF YOU HAVE EVER WONDERED WHAT THE PHUTURE LOOKED LIKE? JUST ASK THE IDENTIKAL TWINS.

hybridity in the way they image organic bodies and vectorised surfaces, as well as spaces that simultaneously celebrate flatness and 3D shapes.

“The tensions are simple,” Nick says. “My brother is a ‘pixel head’, and I am a ‘vector freak’.

“We believe that typography is all about playing with visual sound,” explains Nick.”

When we work on a brief it always starts with an argument; what style will suit the client’s needs? The more we argue, the better the outcome of the work!”. Inspired by contemporary electronic music, especially drum

and bass, the brothers describe their work as “synaesthetic,” meaning that they fuse multiple senses into a single experience (e.g., the ability to see music or hear color). “We believe that typography is all about playing with visual sound,” explains Nick. “With the introduction of digital sound technology, design and music have never been closer. This is some extra words. We use the same ideas and technology in producing a typeface as we do with producing a beat, and the same layouts for a design as for the rhythm and arrangement of a track.”

Towards the future

Identikal’s work is sometimes described as futuristic, but part of what makes it interesting is the way the pair blends contemporary visions of the future with the ways past generations have imagined our present. “We are always interested in how the future should be perceived,” confirms Nick. “But it’s always important to learn from the past and how other cultures respond to the future, too. We like to look at how other artists, writers and scientists see the future and this in turn helps to influence how we perceive it to be. And yes, sometimes the way the past envisions of the future is definitely better than how we see it today we love ‘eighties futurism,’ for example.

Identikal have created the ‘Typeviewer’ to allow clients to test a typeface, before buying the font on-line. The Typeviewer technology allows users to create their own samples by typing out any word in real time, and viewing their desired

font however they wish. The Identikal Sound Shop will offer 'royalty free' audio for digital music production, and sounds for multimedia projects. Each individual audio file will be available to buy in batches called 'sample kits', a sample clip tester will feature, allowing the testing of sound clips before buying.

Also the Identikal Sound Shop will feature four track EP's by underground music acts. All sound products will be in MP3 format and available to download from the Internet.

Identikal shop

The Visual section of Identikal shop will be split into two sections, one for 'Vector' based images and shapes, and the other section for 'Pixel' based images and textures. Vector images will be available as EPS files, and Pixel images will be available as hi-res PDFs.

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Learning from the past

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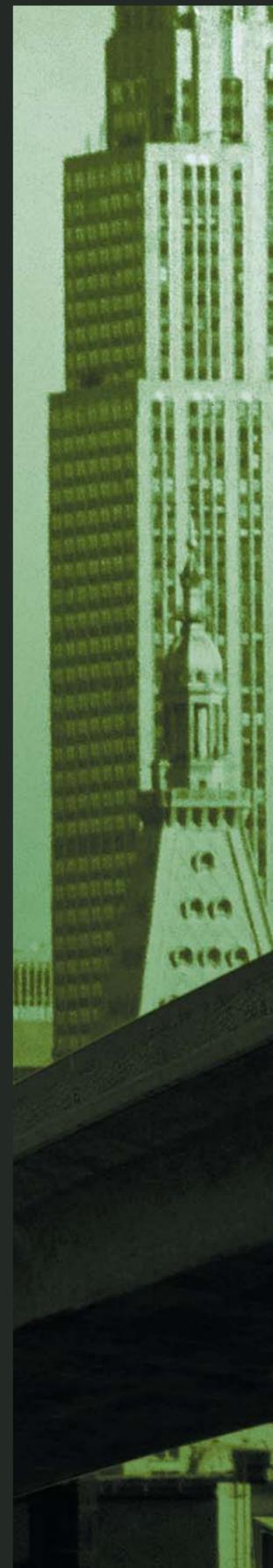
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future and this in turn helps to influence how we perceive it to be. And yes, sometimes the way the past envisions the future is definitely better than how we see it today, for example, how digital typography, video games and LCD screens really brought a vision of the future to the masses."

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Working in London

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