Yamaguchi Center for Arts and Media : Exhibition
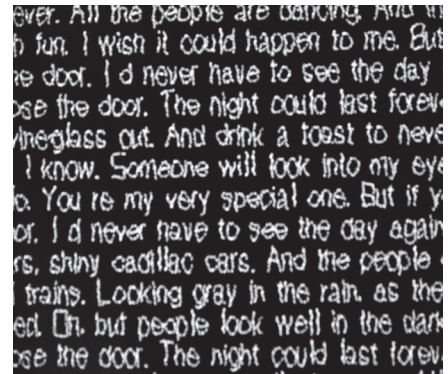
Semitra Exhibition "tFont/fTime"

Sep 19 (Sat) , 2009 - Jan 10 (Sun), 2010 10:00-19:00
Yamaguchi Center for Arts and Media [YCAM]

First exhibition of Semitra, a group of creators combining great media sensibility and technique
"Typeface with a temporal element" themed displays at YCAM's exhibition space and on the Internet

"Semitransparent Design" is a creative team that has been connecting the realm of design with cutting-edge media technology in works ranging from web design to graphic and interactive design since starting off in 2003.
YCAM now presents "tFont/fTime", an exhibition of the "Semitra" group of artists that emerged from this collective. Semitra have been attracting attention with their design work on various commercial websites, films, displays and other advertising media (digital signage). With a special focus on typeface design, this exhibition introduces a new work based on the unique idea of creating a font that changes hour by hour. Visitors can participate in this interactive installation directly at the venue or via the Internet.

Press Preview Sep 19 (Sat), 2009 11:00 -12:00

Website : http://semitra.ycam.jp

* The exhibition will be open to the general public from 12:00 on Sep 19, 2009.

Organizer: Yamaguchi City Foundation for Cultural Promorion
Support: Yamaguchi City, Yamaguchi City Board of Education
Produced by Yamaguchi Center for Arts and Media [YCAM]
Technical Support: YCAM InterLab   Curator: Kazunao Abe (YCAM)

INQUIRY

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Top to bottom: "tFont" (2008), "AKARIUM CALL" device (2006), "Skew"(2006)

山口情報芸術センター
Yamaguchi Center for Arts and Media

"tFont/fTime"

Time produced by a typeface
## Exhibition of an installation + website born out of a new design idea

The title "tFont/fTime" refers to the artistic process of gradually modifying a typeface (font) enhanced with a notion of time, and, reversely, mapping time with a font. This exhibition aims to explore and visualize novel typeface design ideas involving gradual transformation through an installation and graphic displays.
In addition to experiencing the rapidly developing techniques of digital design that have produced a number of original typefaces in recent years, visitors to this exhibition will be able to control the transformation of a typeface directly at the venue or via the Internet.
Look forward to an event charged with the creative sense of street and skating culture, manifested in works that a variety of people help created and-recreate by modifying typeface design and graphics.

Installation based on the "tFont"
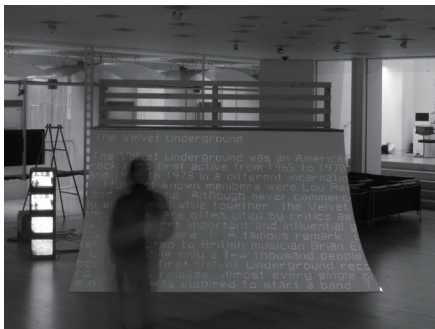
"no flash photography allowed. "

2008, NTT InterCommunication Center [ICC]

Messages collected via the Internet are displayed using the "tFont" in the exhibition space, where visitors can decipher the seemingly random blinking particles of light through long exposure photographs. All details of the work will be filmed with a camera - the necessary tool to make invisible information visible to the audience - and made available for view also online.

* In addition to a revised version of "tFont", this exhibition further includes an installation piece incorporating the newly developed "fTime".

"tFont" is a two-dimensional typeface with an added element of time. Dots of light arranged in seemingly random patterns describe in fact the shapes of letters that can only be read when photographed with long exposure. This typeface consists of dynamic and in their original state unreadable blinking lights, so it requires the additional step of photographing or filming in order to become readable. In other words, "tFont" is a typeface that was designed based on the premise of being shaped/modified by a third party. The web specific transmission of culture through shaping/modification that happens here hints at the various possibilities of creativity on the Internet.
The exhibition at YCAM this time is made up of an installation made out of the "tFont", and another one incorporating the newly developed "fTime". In the latter, the designers place a typeface on a time axis, and "play" the letters just as if they were playing music.

(Ryoji Tanaka / Semitra)
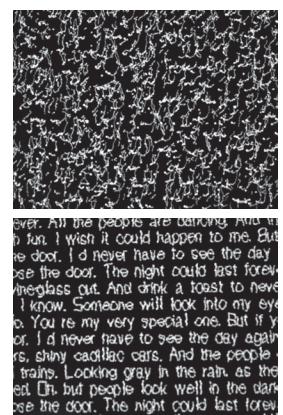
"tFont"

Profile

Semitra

A group of artists that emerged from the "Semitransparent Design" collective, Semitra developed an original design technique by interconnecting digital networks and real spaces. They received numerous advertising awards at the Cannes Lions International Advertising Festival, The Clio Awards, One Show, New York ADC, D&AD, and others. The artists combine visual, programming and networking technology to create their imaginative works ranging from web-based art to installation, photography, imagery and other media/formats. Semitra's main activities to date include among others the "no flash photography allowed." installation at NTT InterCommunication Center [ICC] in 2008 showcasing their self-developed "tFont" typeface with an added element of time, a workshop at the International Academy of Media Arts and Sciences [IAMAS] revolving around "tFont", and film contributions to "Japanese Motion Graphic Creators 2009" (BNN)
http://www.semitransparentdesign.com/

Semitransparent Design's most important works

"AKARIUM CALL" (2006)

Interactive "akari" illumination consisting of 60 LED towers along Omotesando (Tokyo) that blink in response to voice messages from participants' cell phones.

Communication space design for YCAM (2003)

Interactive design for the "BIT THINGS" communication space, one of YCAM's original facilities.

"Color Tokyo! - Live Color Wall Project" (2007)

Promotional contents for Sony BRAVIA. This piece involves manipulating the colors of lights on the Sony Building's exterior wall via the Internet.

Related Event

Opening Event : Artist Talk

Sep 19 (Sat), 2009 15:00-17:00   Venue: Foyer   Admission: Free
Panelist: Semitra   Guest panelist: Yugo Nakamura (tha), Yosuke Abe (tha)
Moderator: Kazunao Abe (YCAM), Daiya Aida (YCAM)

Talk event in which the artists themselves discuss their work with guests Yugo Nakamura and Yosuke Abe from the noted web and interface design studio "tha ltd."

*Also planned is a workshop program, as well as a guided gallery tour and other related events.
(For details, please check the website.)

Information

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Yamaguchi Center for Arts and Media [YCAM]   Admission Free

http://semitra.ycam.jp

Closed Tuesday (the next days if it falls on a holiday) and
Dec 29, 2009 - Jan 3, 2010

Please note that this exhibition will be temporarily closed between October 26 (Mon) and November 6 (Fri).

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