TODAY
SHE STARTED
WITH

C

THE VINYL LETTERS IN DIFFERENT
SIZES AND COLORS SHE SOLD IN HER
SHOP FOUND THEIR WAY TO SHOARMA
TENTS, GARAGES AND SNACK BARS
THROUGHOUT THE CITY. MADAME C
REFUSED TO WORK BY COMMAND
SO SHE MADE SURE THAT THERE WERE
ALWAYS ENOUGH FIGURES AND
CHARACTERS IN STOCK.
THIS WAS HOW SHE MADE A LIVING.

TO AMUSE HERSELF, SHE BEGUN EACH
NEW ALPHABET AT A RANDOM PLACE.
BUT TODAY, WHEN SHE PLACED HER
KNIFE ROUTINELY ON THE VINYL
TO BEGIN THE FIRST CURVE, SHE
HESITATED. WHY HAD SHE STARTED
WITH THE FIRST LETTER OF HER OWN
NAME? MADAME C LIT A CIGARETTE.

DID SHE RECOGNIZE HERSELF IN THE
FORMS SHE CUT OUT OF PLASTIC?
DID SHE FEEL SHE LEFT A MARK ON
THE URBAN LANDSCAPE? DID SHE
FEEL THE AUTHOR OF HER ALPHABET?

THE YOUNG MAN WITH MANY
QUESTIONS HAD PASSED BY AGAIN
THIS MORNING AND SHE HAD REPLIED
THAT HER LATE FATHER HAD DESIGNED
THE MOLDS. SHE KNEW IT WAS AN
EVASIVE ANSWER, BUT SHE DID NOT
LIKE THE IDEA THAT THESE LETTERS
BELONGED TO HER PERSONALLY. SHE
TOOK HER KNIFE AND RESTARTED THE
CURVATURE OF THE C WITH A BIT
MORE FORCE THAN NECESSARY.

the univers else is yours

George Maciunas, member and editor of FLUXUS, employed the Univers typeface for many of the manifestos, scores, schemas and statements that he typeset over the years. Making a living as a designer, Maciunas owned an IBM Composer (Selectric or Executive Typewriter 065), a relatively cheap in-house optical type setting system. He used a version of the Univers that Adrian Frutiger himself had adapted for the 9-unit escapement system of the IBM Composer. Frutiger believed that "type design, in its restraint, should be only felt but not perceived by the reader".

For the bodytext of Fluxus Codex, an anthology published in 1988, typographer and author Melanie Hedland chose the same Univers and low-cost technology. It produced a charmingly rounded and dancing typeface that playfully smiles back at its dry swiss creator, as if trying to provide a beautiful warm up to an old modernist classic.

Univers Else is an attempt to escape the post '80 era of geometrical purity that is so typical of Postscript vector based font drawing. Some of Univers Else features are: round angles, floating baselines, erratic kerning. The shapes of Univers Else were obtained from scanning the printed text-pages of Fluxus Codex. Different scans were than assembled following various grids. These huge bitmaps were processed with appropriate potrace settings by our own homegrown Fonzie software using .ufo as a working font format, and finally OpenType as output.

Univers Else is released under an Open Font License.

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