

I like my town

by Medium

'I like my town, but I can't say exactly what I like about it. I don't think it's the smell. I'm too accustomed to the monuments to want to look at them. I like certain lights, a few bridges, café terraces. I love passing through a place I haven't seen for a long time.'

Georges Perec, Species of Spaces and Other Pieces.

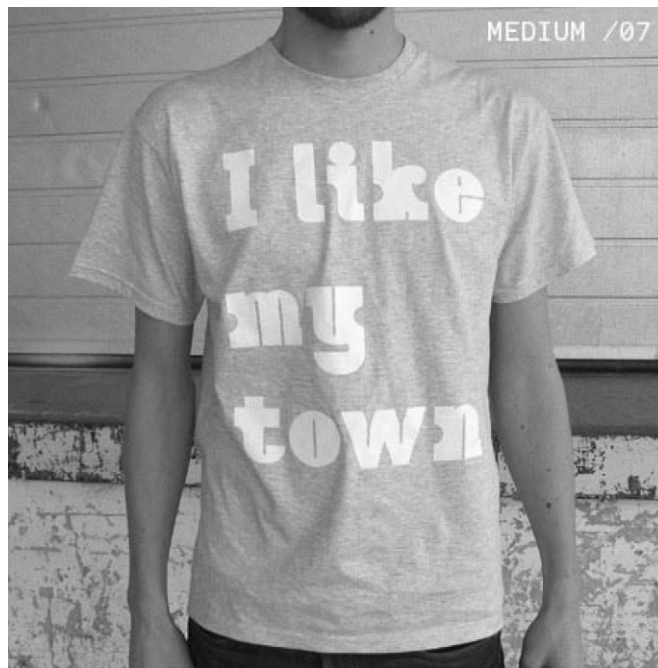
I Like My Town firstly uses a reference from French writer Georges Perec. What interested Perec was the potential of the banal to become remarkable, that is, how an ordinary sign can become extraordinary. He was a journalist of what did not seem to interest anyone, and talked about things that were not obvious. This simple quotation is a useful tool to help view our quotidian environment as remarkable.

The application of the phrase is also a reply to Milton Glaser's classic advertising campaign 'I love New York' - adapting the original celebration of the tourist spectacle of New York to an inclusive and quietly positive statement for any town or city.



The typeface is developed from an original sketch by the visionary architect group Utopie, formed at the Ecole des Beaux-Arts in Paris in the turbulent year 1968. The short-lived group promoted the idea of the inflatable building as a future promise of mobility, movement, energy, and escape - the anti-monument. The Utopie group consisted of architects Jean Aubert, Jean Paul Jungmann and Antoine Stinco, landscape architect Isabelle Auricoste as well as Jean Baudrillard, René Lourau and Hubert Tonka.

Medium have produced a small run of 100 tote bags and 50 t-shirts which are available to buy from mediumism.com. All proceeds from their sale will go to the Swedish charity Stockholms Stadsmission.



Medium is a network of designers working with projects related to public space, architecture and visual culture. The studio was established last year to formalise a series of projects from the last five years. Projects produced by Medium focus on the context of our everyday lives, the commonplace, the ordinary, things that often go unnoticed. The studio is based in Stockholm, Sweden, however we work within an international network from visual arts, communication design and architecture. For more information visit www.mediumism.com.