

HEATED WORDS

Documenting a quest through the sub cultural landscape of the last 50 years taking in motorcycle clubs, sportswear obsessives, New York street gangs, street photographers, proto B-boys, punks, pop artists, pop stars, fashion designers, impresarios, MC's, graffiti writers and typography geeks.

There is a typeface, an omni present font that appears heavily in documentation from the early days of the NY Hip-hop movement through to the present day. Normally found adorning the customised tshirts of B-Boys, these heat pressed letters are an anathema. After years of searching we cannot identify the typeface. The more we research this unknown font the more stories are starting to come to the surface, connecting the dots

between subcultures and individuals and illustrating a story bigger than the sum of it's parts.

In parallel to the internet becoming the ultimate truth, the digitisation of type that began in the 1980s has left a lot blanks. This font in particular has seemingly never been digitised. We have yet to find the full face in any type reference. In fact the only place we can say or certain that it existed in it's entirety is the custom t-shirt stores of NYC in the late 70's and early 80's. Was it hand cut by a small time Brooklyn business owner? Was it leftovers from a defunct sports team?

We want to find out...

EXHIBITION CONCEPT

- Exhibition

A curated display featuring original and reproductions of apparel featuring the typeface, source material and background information will be presented, as well as featuring relevent work from established photographers as well as photos from personal archives exploring the tyfaces lineage.

- Custom Shirt Shop

We have recreated the original heat transfer flock letters and will offer a custom tshirt shop, producing custom shirts during the exhibition to visitors.



Mock-up of possible exhibition install