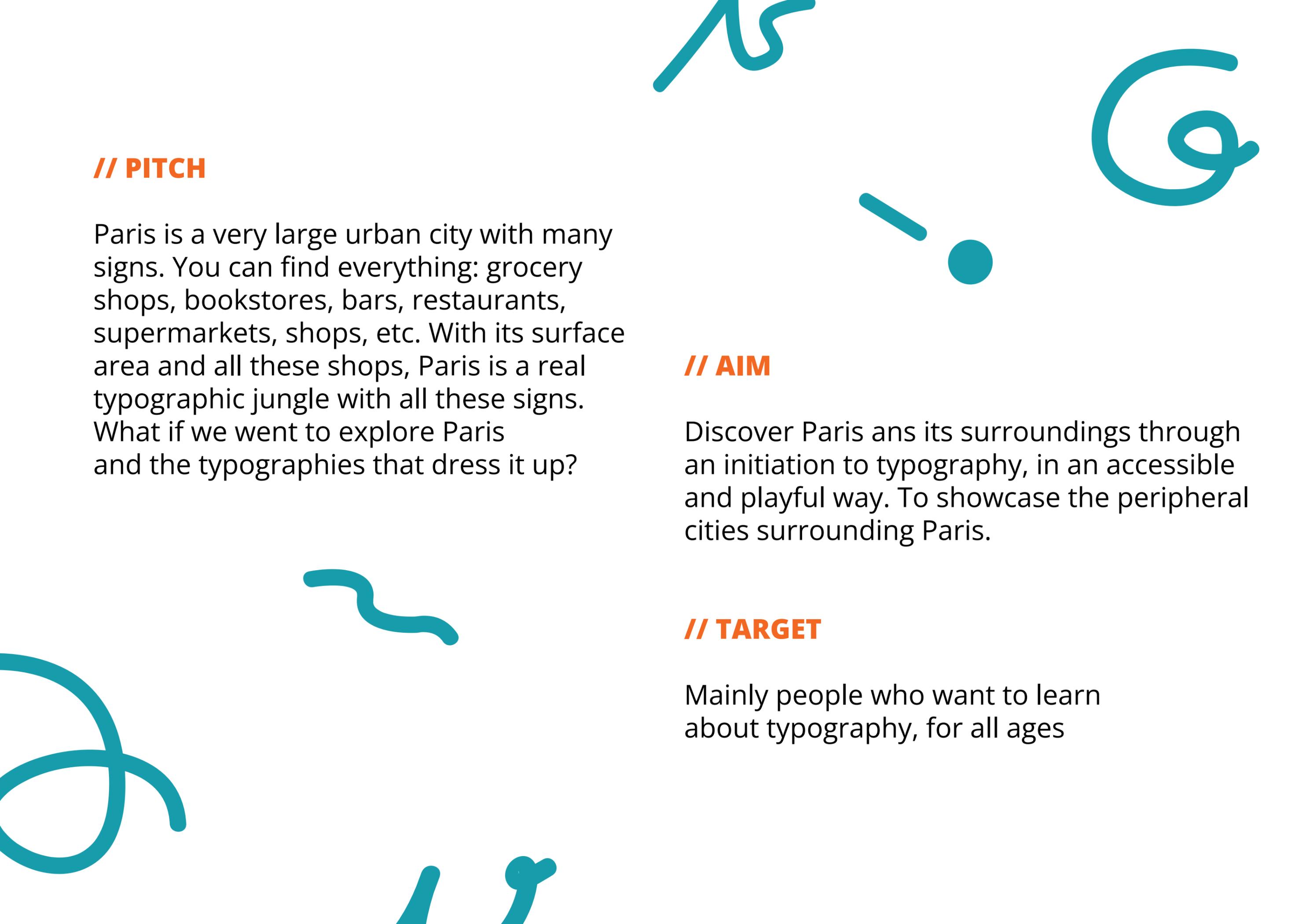




Typographical
Jungle



// PITCH

Paris is a very large urban city with many signs. You can find everything: grocery shops, bookstores, bars, restaurants, supermarkets, shops, etc. With its surface area and all these shops, Paris is a real typographic jungle with all these signs. What if we went to explore Paris and the typographies that dress it up?

// AIM

Discover Paris and its surroundings through an initiation to typography, in an accessible and playful way. To showcase the peripheral cities surrounding Paris.

// TARGET

Mainly people who want to learn about typography, for all ages

// TOOL USED



Systeme FRIGG

UN ÉCOSYSTÈME POUR CRÉER
DES EXPÉRIENCES INTERACTIVES
GÉOLOCALISÉES ET LUDIQUES.

- Explorez les projets réalisés avec le studio de création
- Formez-vous aux narrations interactives et à notre outil
- Inscrivez-vous et commencez à créer votre récit interactif

- > Ecosystem to create interactive, geolocated and playful experiences
- > Developed by the association Tabasco Vidéo, based in Marseille (France)

// FOR WHICH EXPERIENCES?

- **RICH INTERACTIVE GUIDES**

Create interactive tours to enhance your visit to a museum, a city, a natural park

- **HERITAGE WALKS**

Reveal the richness of your heritage with multimedia tours

- **TREASURE HUNTS**

Imagine life-size games, treasure hunts with riddles, QR codes...

- **SOUND WALKS**

Tell the story of a neighbourhood, a street, a path, with stories from inhabitants, town planners...

- **GEOLOCATED FICTION, SURVEYS**

Tell stories related to a specific environment

- **INTERACTIVE CREATION WORKSHOPS**

Use FRIGG as a medium for digital workshops with your audiences

- **STORIES WHERE YOU ARE THE HERO**

Imagine multiple choice stories with one or more characters

- **YOUR ORIGINAL PROJECT**

Invent, divert, create something that doesn't fit in any box



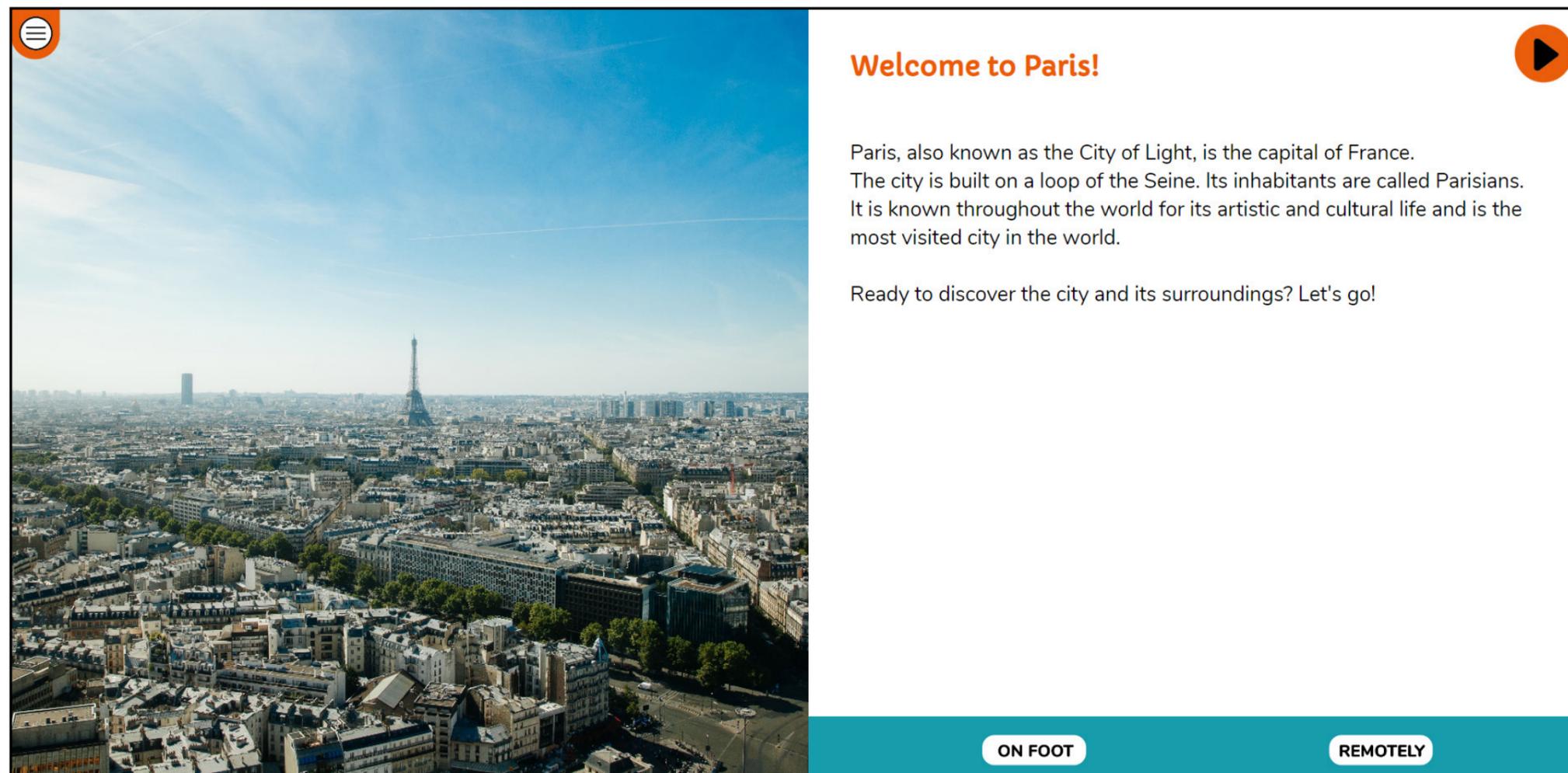
Typographical Jungle

Explore the city of Paris
and its surroundings by district
while learning about typography.



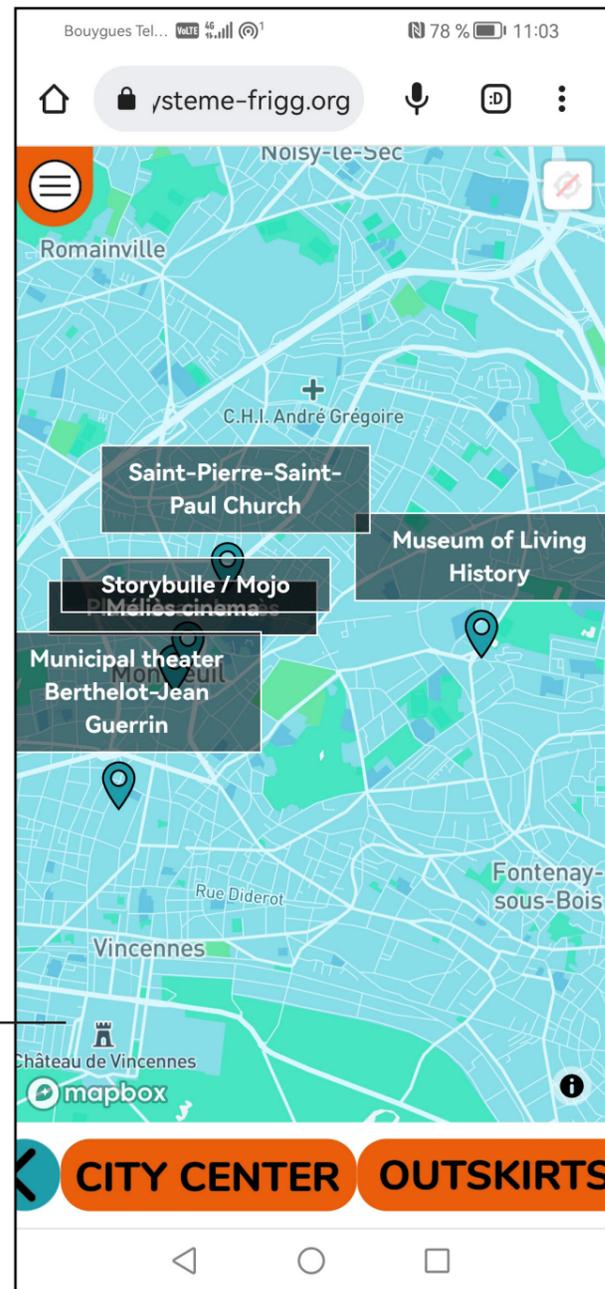
// THE PROJECT

- > Link to the project : <https://player.systeme-frigg.org/#project=214>
- > Nothing to download, just load the url on a search engine to use the application



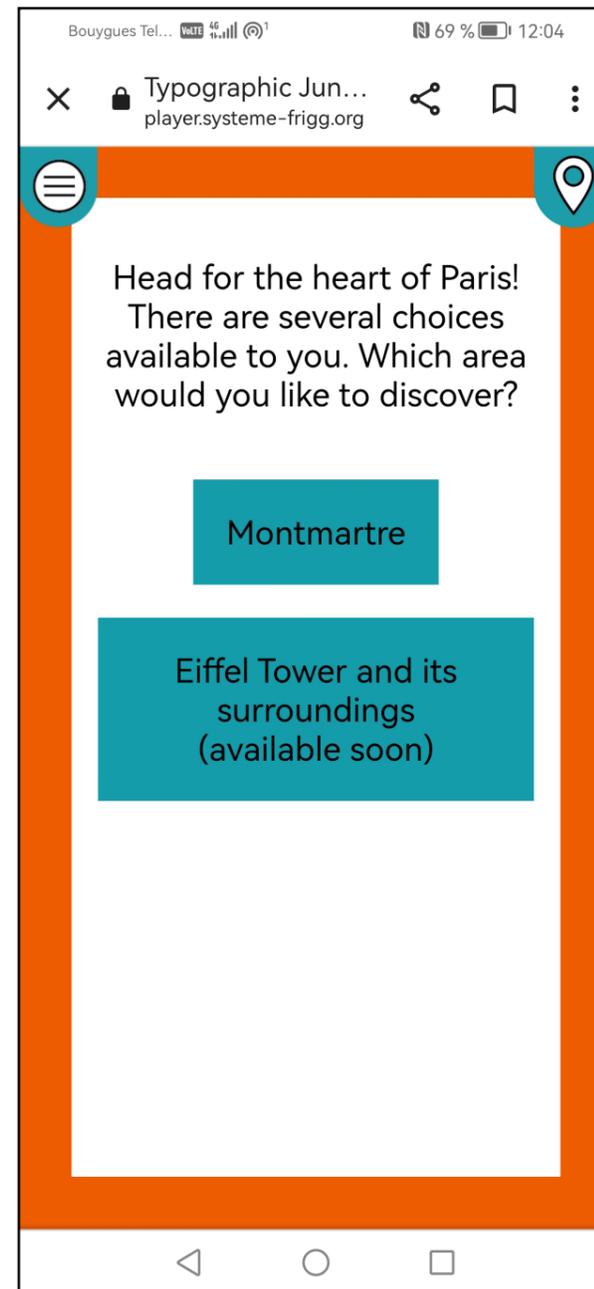
- > Available in web and mobile versions

choices

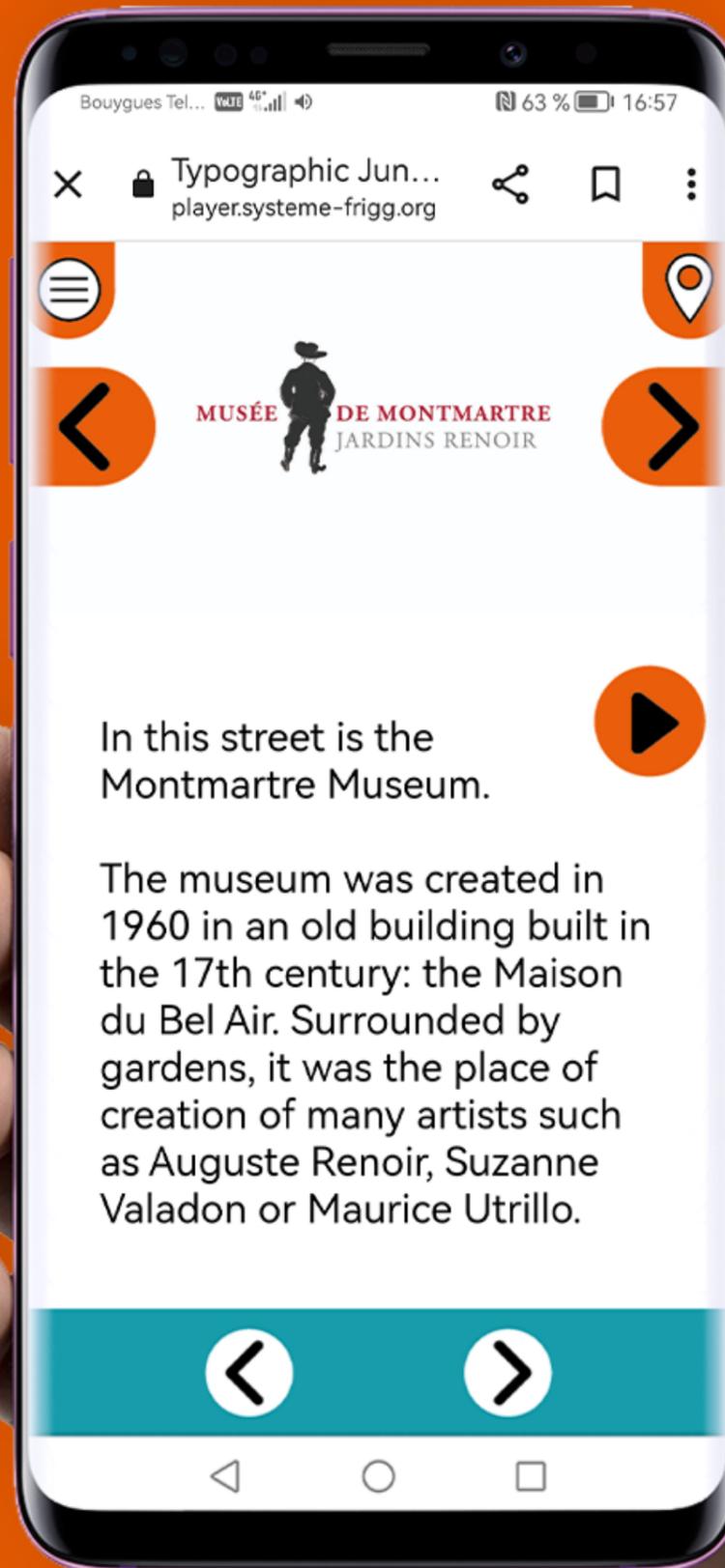


Map with key narrative steps

You can start at any stage you like



Choice between several route. Discover of the city and its surroundings by district.



Bouygues Tel... 4G LTE 63% 16:57

Typographic Jun...
player.systeme-frigg.org



MUSÉE DE MONTMARTRE
JARDINS RENOIR



In this street is the
Montmartre Museum.

The museum was created in
1960 in an old building built in
the 17th century: the Maison
du Bel Air. Surrounded by
gardens, it was the place of
creation of many artists such
as Auguste Renoir, Suzanne
Valadon or Maurice Utrillo.



Bouygues Tel... 4G LTE 54% 14:36

Typographic Jun...
player.systeme-frigg.org



Here we are in front of the Museum of Living History, inaugurated in 1939 on the occasion of the 150th anniversary of the French Revolution. Initially, it dealt with the social movement, colonisation and decolonisation, the suburbs and the city's industrial heritage.

Since then, the museum has opened up to new fields of investigation and also

Bouygues Tel... 4G LTE 55% 14:36

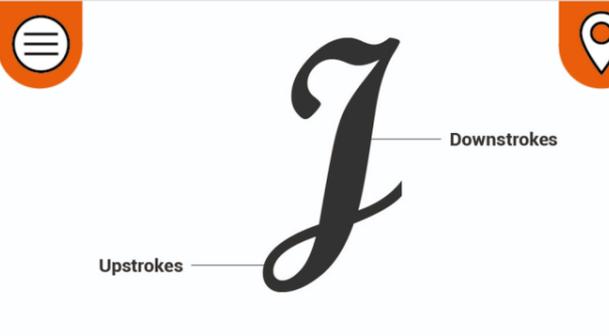
Typographic Jun...
player.systeme-frigg.org

Could this be upstroke
downstrokes?

Yes No

Bouygues Tel... 4G LTE 55% 14:36

Typographic Jun...
player.systeme-frigg.org



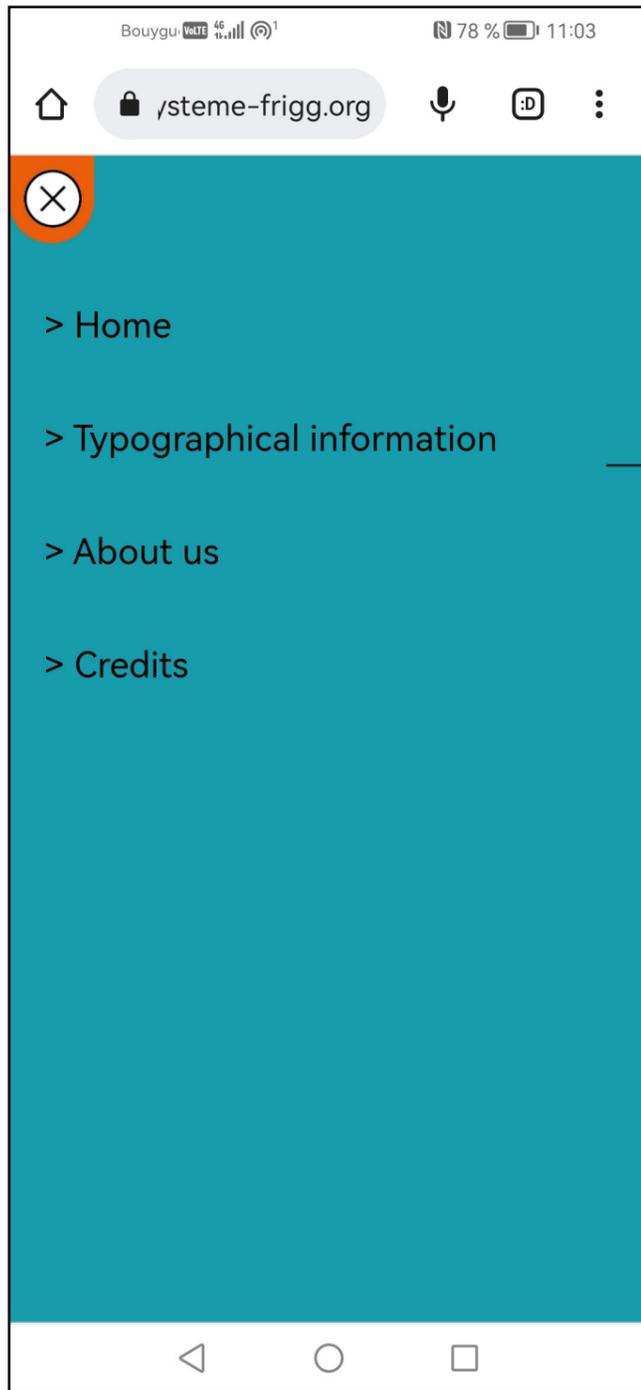
Well done! Indeed, it is the character size. Upstrokes and downstrokes correspond to the thickest and thinnest lines of a letter.

Bouygues Tel... 4G LTE 55% 14:37

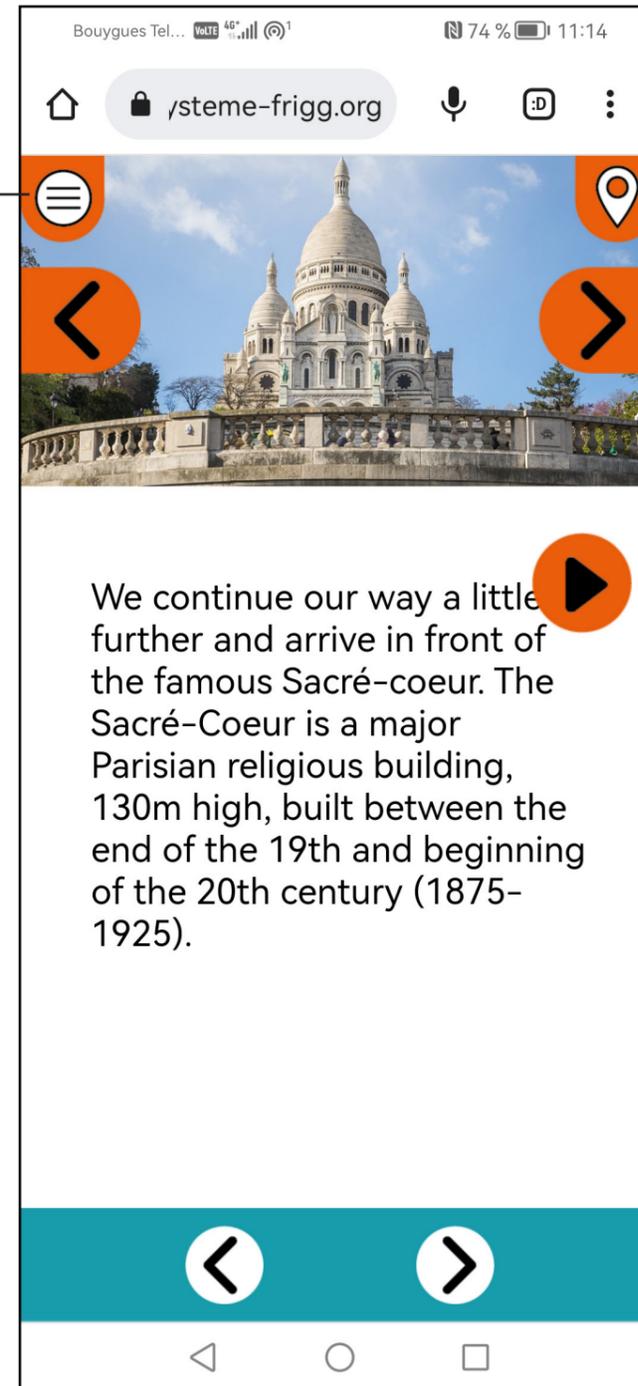
Typographic Jun...
player.systeme-frigg.org



A few steps away, there is a this sign. The typography used is a form of writing that was used extensively in early German printing.

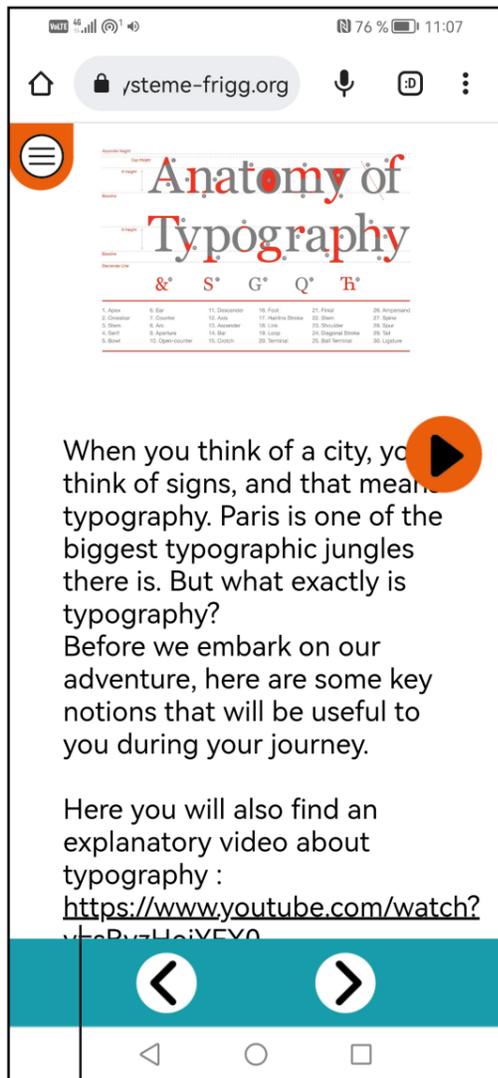


Menu



Map

slideshow images

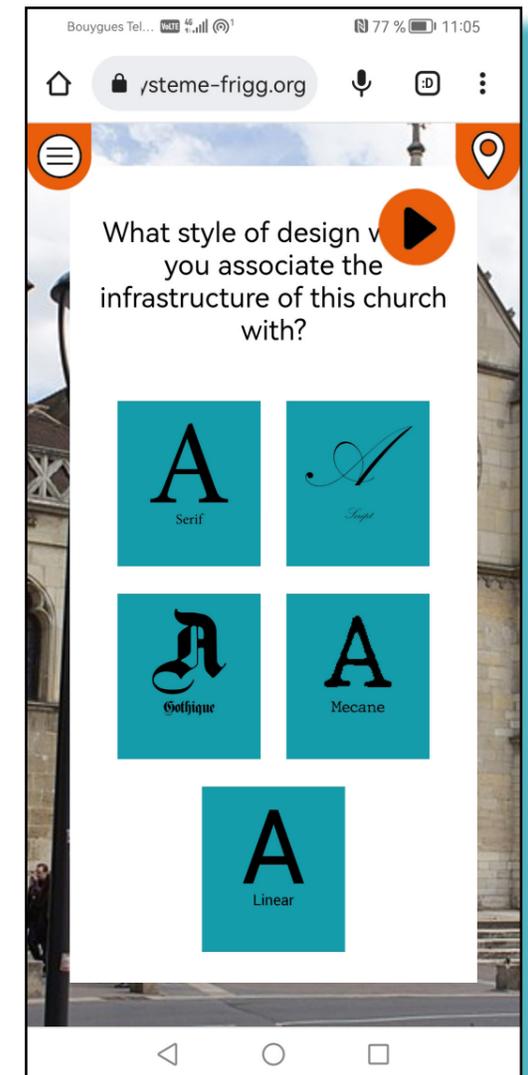


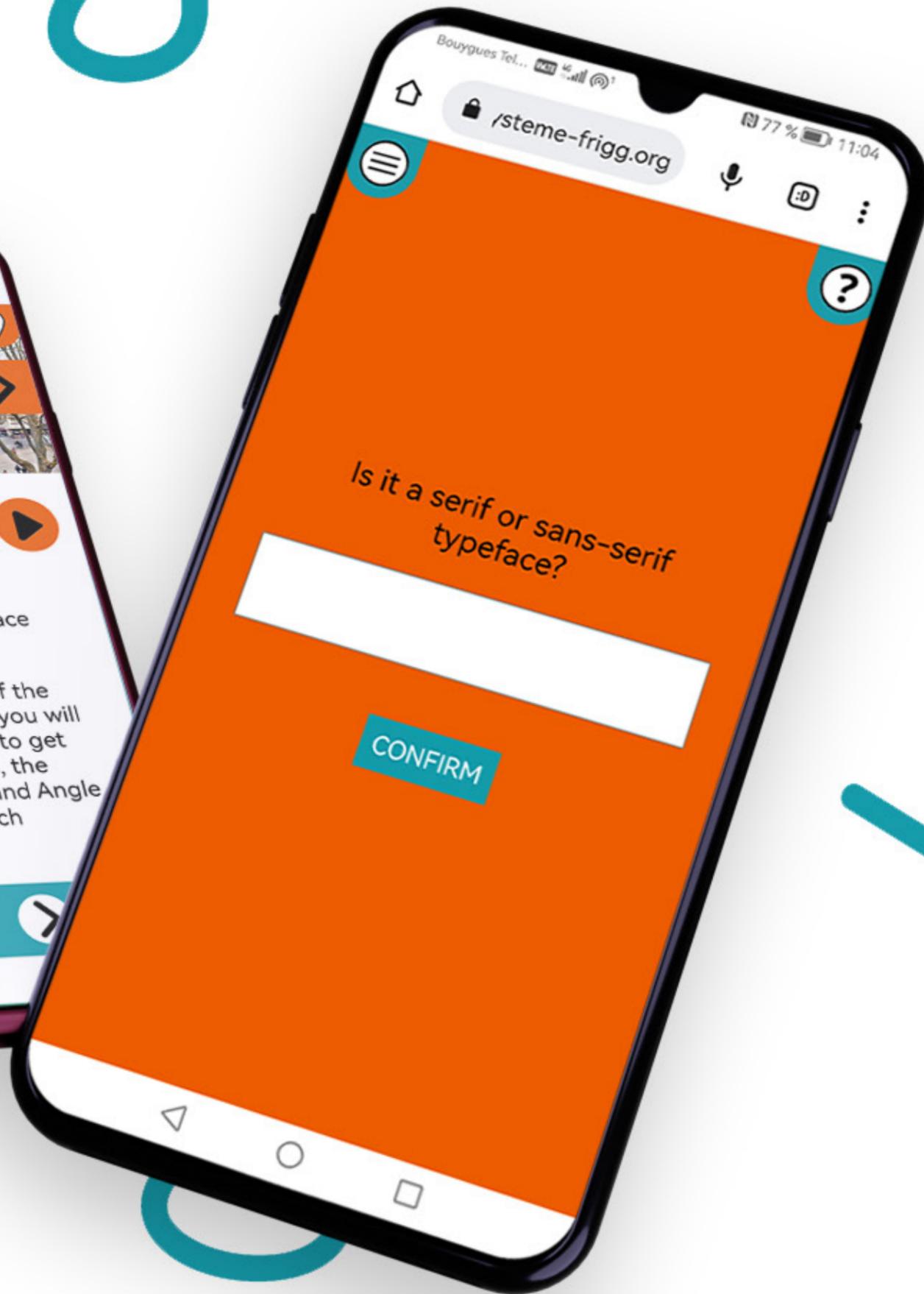
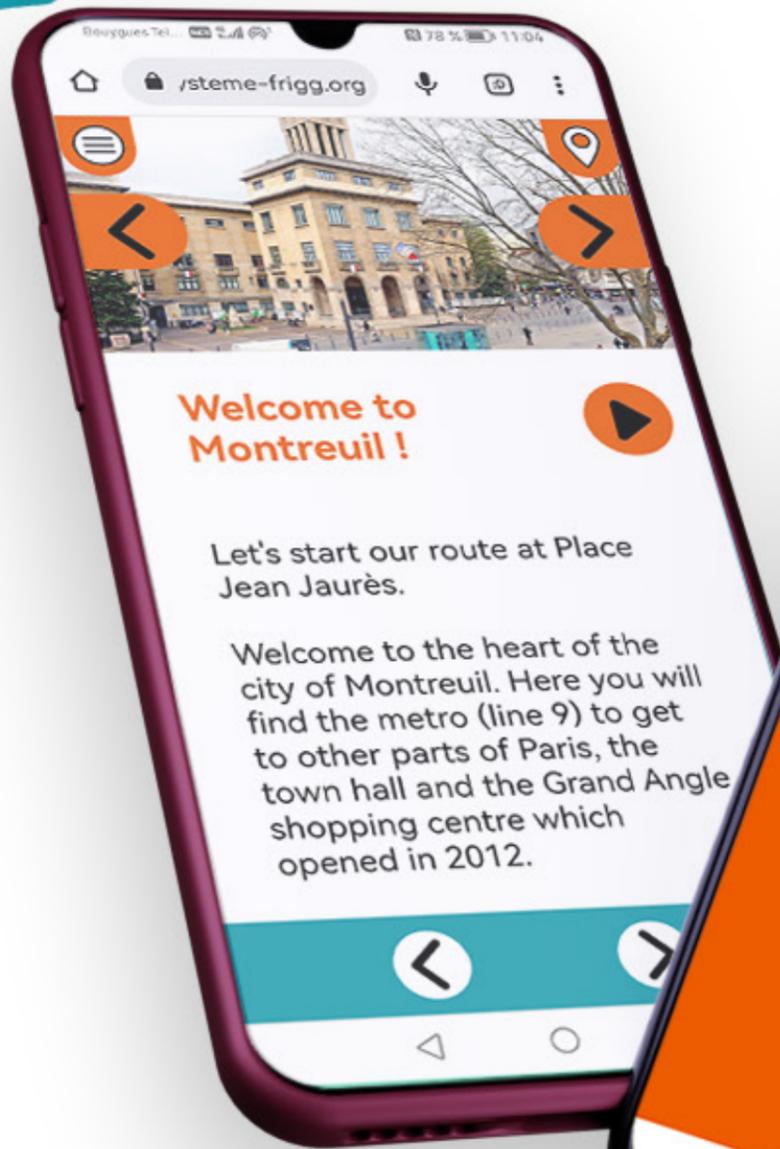
Link web page



Multiple choice questions + questions with answers to be entered

Help button if you have difficulty with a question







Typographical Jungle

As part of the DiOtherCity project
Developed and designed by Vincent Rosier - Les Apprimeurs