

HELSINKI WALK

AUTUMN 05



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A global change of the climate and the environment around us is a serious problem in our world today. It is difficult to see how one person can make a difference in such a huge world; maybe that is why a lot of people don't think about what they can do.

With our project we want to show people how one small thing in everyday life can make a difference. We are not trying to make people stop living their lives in a modern society, but rather connect everyday life to environmental thinking.



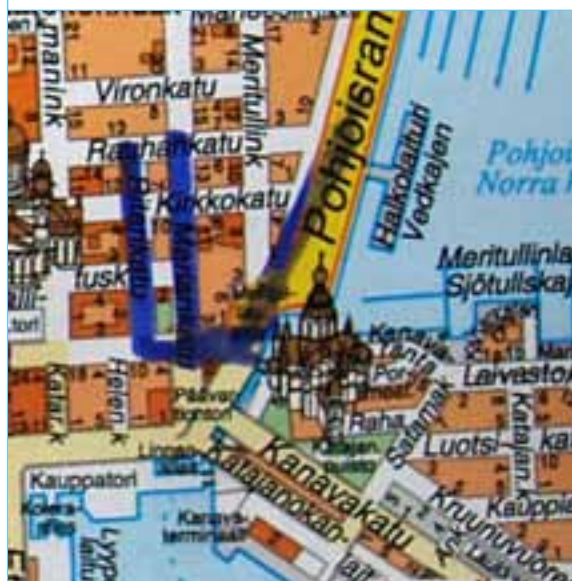
IF YOU WRITE WITH THIS FONT YOU NEED TO REMEMBER THAT THE FONT IS BEST WHEN YOU USE IT TO A SMALL AMOUNT OF TEXT. FOR EXAMPLE HEADLINES.

The main idea of the project was to make a font that is related to the environment in some way. We decided to focus on how much cars create CO₂ and how we should get people to walk more. This is something easy to understand as so many people use their own car every day as means of transportation.

Our project ended up with 'Walking letters'. The map of Helsinki 'created' the font; the letters are streets from the city centre. We traced the streets and adapted them to create the font. Each character represents a part of the city, and each letter can actually be walked. Not all of the letters can be driven by car, because some of the letters contain

for example small paths in parks. Each letter is a route, and the streets are given back their original role as walking areas.

The font is called Helsinki Walk and it is suitable for use in headlines and short passages of text, maybe in city advertisements or publications about Helsinki city. The font is quite readable but has strange lines directly from the streets so if you check a map, or know your city very good, you can maybe see where the type comes from.



500 m

A campaign idea is to paint the letters on the streets where we have found them, so that the project goes in a circle. And with that we give it even a more straightforward connection into everyday life, which hopefully creates our cause the attention it deserves. The painted letters could be like a game, a new way of visiting the city as tourist or just a new way to walk through the city.

The poster shows two different routes, where you can see how much healthy exercise you get by walking them, and how much CO₂ pollution taking a car would create.

Walk!

A	B	C	D
E	F	G	H
I	J	K	L
M	N	O	P
Q	R	S	T
U	V	W	X
Y	Z	A	B
C	D	E	F
G	H	I	J
K	L	M	N
O	P	Q	R
S	T	U	V
W	X	Y	Z
1	2	3	4
5	6	7	8
9	0	!	?
=	<	>	@