

## Revisiting typography from memories of a mall or Retail space

A visit to a mall greets us with larger than life hoardings, which shout out loud for our attention because of their size. Eye sees the large image of the product and moves around to notice the name or the typeface. I do remember the product and its name, here the typography has made me remember the brand and not say remember them as 'that product of that form, and colour but I don't remember the name'. It is a similar instance with the movie posters.

We enter the mall noticing the hoardings, looking for the entrance the entry/exit signage guides us to enter the building through that particular door and also walk in, stop and out though that metal detector fame. Once into the mall, we look out for the shops, this could be particular brands or particular products. Individual shops or stalls have their own identities. Example: Café Noir (black café) had a type that was formal, elegant and gave a message that it was for snacks not any street food. The logo type of Lilliput has letters that are arranged in a manner to depict a shop for the kids, or kids jumping around or birthday party colours. So one reads the logo type or typeface & glance at the products to decide if that the shop to explore for the need.

Another instance, where furniture is displayed with its name, price, images . These details highlight the name and price. Price makes a difference for the customer , more important details required are the details of the furniture specially the dimensions since it has to physically fit into the place rather than only visual. Chances are high that the dimensions are missed and a wrong size is decided.

Indians look for testing /feeling the product before purchasing. This was a situation where I looked at some note books that were interesting. Here all the books have been packed and neatly arranged, I picked one book after another but all packed. I wanted to see the quality of the paper and then decide on it. As I was browsing I read on the book "sample book" that was in a strikingly different sticker but a simple readable typeface. Then I realized that all categories have a sample book that I have to check to decide. This was a place some where the typeface actually guided my purchasing behavior.



One of the momentary paper pieces that is given on purchase is the bill, guess we don't look at it after paying the money. But a relook on it and it would be difficult to relate the price and product in the long list specially the monthly grocery bill, we look out for a ruler or finger will run on the line to match it. May if we are able to relate to it we would value it more.

