SUOMI

Suomi
Regular
Italic
SMALL CAPS
Bold

Suomi is the FINNISH name for *Finland*.

Why Suomi? Finland is a unique country with a language that has no equal either. The sheer amount of nature alone is overwhelming; three quarters of the country are covered in forest, with another ten percent consisting of lakes.The first ideas for Suomi were drafted during a visit to the country of a thousand lakes, inspired by all I encountered there; the people, the nature and the arts. Because of its nortern location (between 60° and 70° latitude), its natural circumstances and the nature of the people Finland has a distinct character.

It is like bent wood furniture, which they happen to have a lot of; the chair looks quite firm and has no padding, but once you take a seat you are very very comfortable. This is exemplary for Finnish design; it seems rooted in nature, has a basic appearance and is pure in both form and use of materials. This makes for products Suomi feels at home with. Sarpaneva's glassware, Aalto's arhitecture, furniture and design, Nokia, Arabia & littala products and all the new designs... I have been told the squared-off round shape which is the base on which Suomi is built is very typical. It captures the paradox I found in Finland; severe around the edges, but relaxed at heart.

Suomi is designed by Diederik Corvers at Ogentroost.nl. All fonts are manually spaced & kerned and contain full international character set. Some include stylistic alternates.

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Suomi Regular

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Why design new types? Maybe just to capture the "zeitgeist" in something that is almost timeless; something that in its essence has hardly changed over the last 500+ years but which always carries traces of the times it was created in, if only in its details. It could be the creation of very fine archaeological matter...

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Suomi Italic

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12/14 *Just a typographic back–up mixed for quizzical viewing*

12/14 JUST A TYPOGRAPHIC BACK–UP MIXED FOR QUIZZICAL VIEWING

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SUOMI SMALL CAPS

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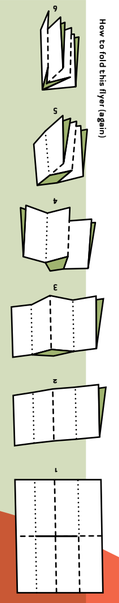
How to fold this flyer (again)



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