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Guí Sans

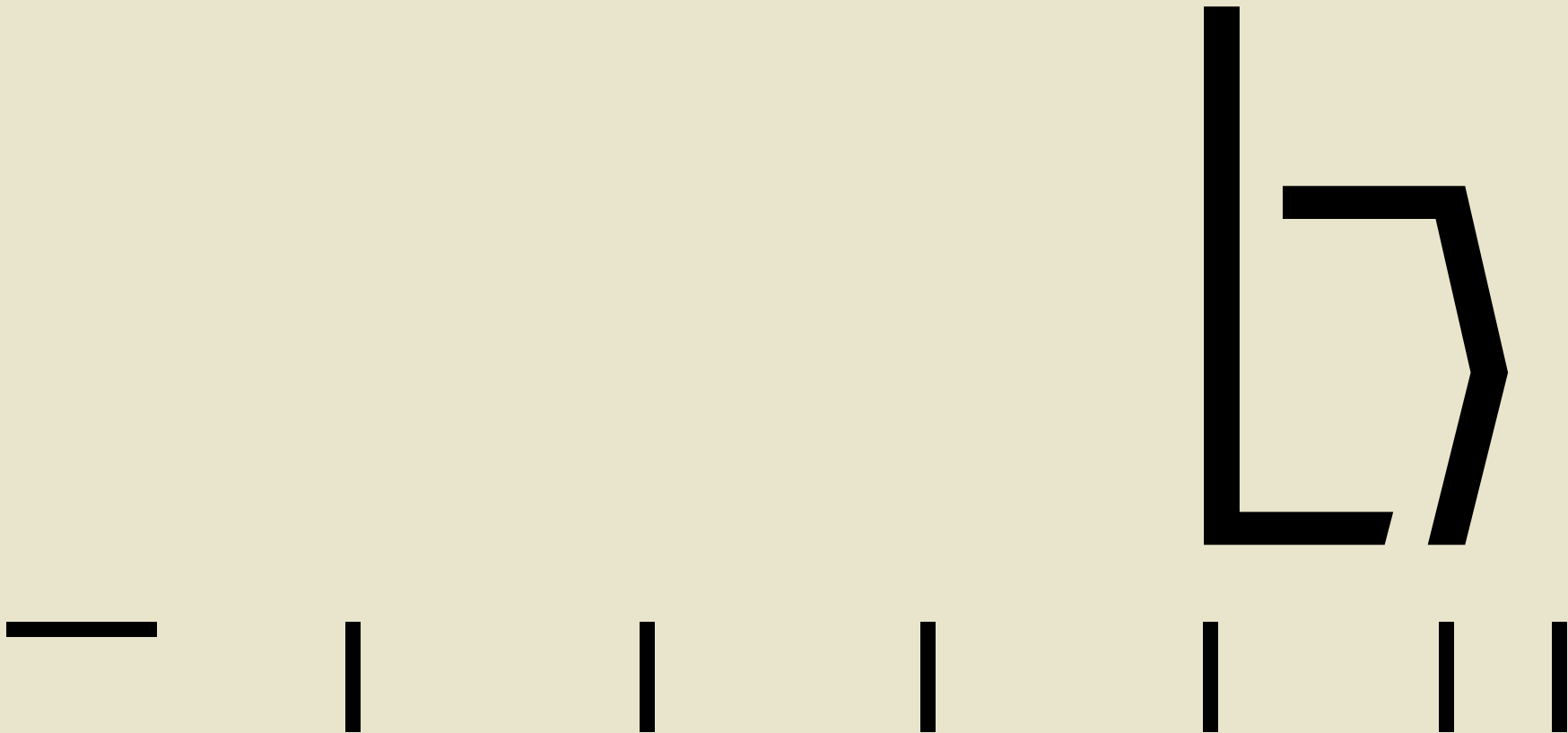
Typeface design by Francisco Gálvez & Rodrigo Ramírez > [Frescutype.com](http://Frescutype.com)

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**A Counterculture Room** > Exploring the theme  
'Utopia by Design,' the London Design  
Biennale will open on September 2016 >  
Chile will present the installation 'The  
Counterculture Room.' This includes a custom  
designed typeface: Gui Sans.

A 1970's utopian project to give a socialist  
state a democratic electronic backbone is  
reconstructed in The Counterculture Room.  
The socialist government of Salvador  
Allende imagined giving the state a  
cybernetic spine, enabling ministers to  
view economic information in real time and  
make informed decisions from a futuristic  
hub that resembles a set from Kubrick's  
2001. This project was called 'Cybersyn' and  
it was a precursor to today's 'smart city'.



## Gui Sans > Character set



Regular

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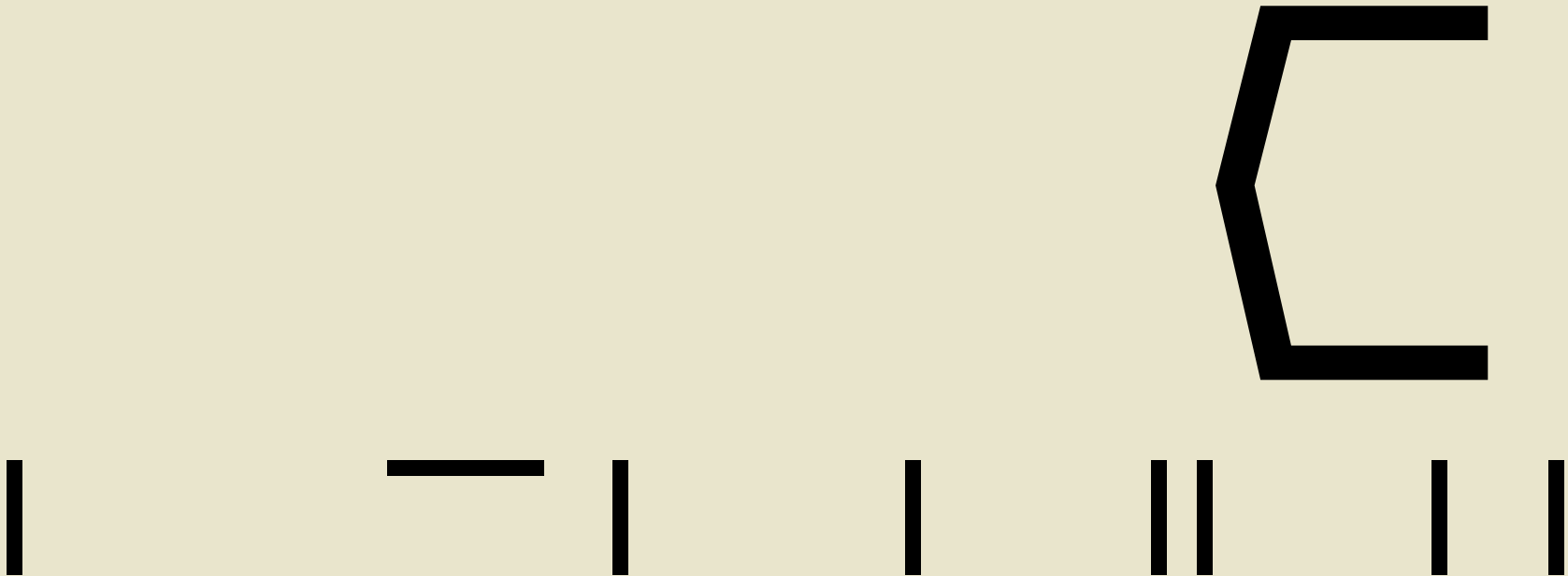
$$\{ \ast, \times, \text{IJX}^p \} , \quad \uparrow, \rightarrow, \downarrow, \leftarrow, \leftrightarrow, \Updownarrow, \prec$$

**[ \* X HX<sup>p</sup> ] . , ↑ → ↓ ← ↔ ⇅ ↵**



**An experiment by Utopia** > Gui Sans concept is inspired after Gui Bonsiepe, German designer that went from Ulm to Santiago de Chile from 1970 to 1973. Leading a team of young designers, Bonsiepe shaped the form and physical implementation of the Cybersyn Project.

Gui Sans is an experimental typeface, based on rectangular modules and two weights: Regular & Bold. It complements the visual concept of The Counterculture Room with character and legibility. It is based on the perforated cards used at that time, to physically store data.



# 1972:

Chile's installation — curated by Andrés Briceño Gutierrez & Tomás Vivanco Larraín, and designed by FabLab Santiago — tells the story of the Cybersyn experience.

So, dear Thomas,

## What is Utopia?

A socialist, cybernetic spine,  
a counter-cultural

## manifestation...?

or, just an idea, a precursor

## to today's 'smart city'?

Visual Design by Manuela Garretón & Isidora González  
Typeface design by Francisco Gálvez & Rodrigo Ramírez.

Frescotype.com, August 2016

**Gui Sans**, an experimental typeface for Utopia

*Fresco*type