

OLF Simple Sans
A[1-5]

Type Specimens

For the Museum of the Future Government Summit 2016, the idea of “glitch” typography was developed. We explored how certain glyphs might appear drawn together if a machine instead of a human was sketching type. To support this, 6 typefaces were developed. OLF Simple Sans A is OLF Simple Sans with a modified lowercase ‘a’ glyph, and also contains adjustments to the numbers. OLF Simple Sans A[1-5] each contain 10 “glitch” ligatures that will replace standard characters as one types. This is meant to give the illusion of glitch typography. Each ligature was chosen by running frequency analysis on character pairs of the textual content of the summit and selecting those that appear somewhat frequently. To further give the illusion of randomness, one can rotate between the typefaces at will. Here is a brief overview of the various typefaces.

1	2	3	4	5
ch	ic	th	tu	om
in	ma	on	nh	ur
co	me	au	ti	ll
fe	hi	il	nl	nt
ng	of	bo	be	he
ie	hu	or	an	mb
la	go	xp	nc	ou
ni	te	tt	ge	oo
to	ld	no	nd	ga
ta	yo	it	li	bu
				yd

OLF Simple Sans A

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Grumpy wizards make toxic brew for the evil Queen and Jack.

Welcome to a future in which machines have evolved to become our equals. Human beings and sentient machines happily coexist in all aspects of life, from relaxing at home to governing society.

1	2	3	4	5
Machinic	medical	the	future	from
being	machinic	emotion	enhance	future
computer	become	because	stimulation	intelligence
life	history	illusion	suddenly	everyday
governing	offer	bots	become	hear
society	human	world	important	remember
lapse	government	experience	experience	mood
companion	technology	sitting	engage	engage
important	build	knowledge	demand	contribute
to	virtuyo	activity	life	efficient
				our

1	2	3	4	5
ch	ic	th	tu	om
in	ma	on	nh	ur
co	me	au	ti	ll
fe	hi	il	nl	nt
ng	of	bo	be	he
ie	hu	or	an	mb
la	go	xp	nc	ou
ni	te	tt	ge	oo
to	ld	no	nd	ga
ta	yo	it	li	bu
				yd

OLF Simple Sans A

Welcome to a future in which machines have evolved to become our equals. Human beings and sentient machines happily coexist in all aspects of life, from relaxing at home to governing society.

The Museum of the Future is a collaboration between the UAE government and the world's leading futurists, governors, academics and designers. It sketches a hopeful vision of the future with government, society and technology working together positively.

We invite you to step inside and encounter this future. You will experience augmentations that allow your mind and body to achieve the impossible, get to know your home's new sentient companion and counsel an omniscient algorithmic intelligence in governing the nation.

OLF Simple Sans A1

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OLF Simple Sans A2

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OLF Simple Sans A3

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OLF Simple Sans A4

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OLF Simple Sans A5

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OLF Simple Sans A[1-3]

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OLF Simple Sans A1, A2

In the future, augmenting our bodies will be a natural part of everyday life. By extending ourselves we will find new ways to experience the world, express our identities, and make ourselves more productive members of society. The human body will become machinic, enhanced and regulated by embedded technology.

Step inside to experience a new offering from Dubai's renowned hospitality industry: the Augmentation Spa and Transformation Resort. Here you can enjoy a comfortable transition into your new physical, cognitive, and perceptual abilities.

OLF Simple Sans A5, A3

Machines endowed with genuine emotions will be able to socially engage with us in the future. They will integrate seamlessly into our lives, performing not only practical tasks but also looking after us, our children, our friends. They will care for us and we will care for them.

Step inside the home of the future, where you will experience living with your new companion. Your residential AI will be an important family member that lives alongside you, greets you when you get home, joins your conversations and gives advice when you need it.

OLF Simple Sans A3, A2

In the future, endless streams of data will be processed in real time by sentient algorithms. We will have unprecedented insight into the future consequences of current decisions, and therefore increased responsibility to ensure that the right decisions are arrived at.

Step into the Ministry of Algorithmic Insight, where you will be trusted with the critical task of tending the predictive systems that manage society. Ministers such as yourself verify and influence decisions, ensuring human morality is maintained in the context of algorithmic intelligence.