

Wander Type Project

V I E U X

C A R R E

French Quarter, New Orleans

BY: NICHOLAS WAGUESPACK

Dedication

*Dear Mom
and Dad,*

*Thank you
for always
being there
for me and
encouraging
me to pursue
my dreams. I
love you both
so much!*



Wander Type

The Wander Type Project was created by Professor Miriam Ahmed, PhD of Nova Southeastern University to help spread the importance of learning and discovering underrepresented typography throughout the world. The typical typography scholarship is focused on mainstream “western” and “European” type, but there is so much more that encompasses typography. Each continent, each country and even each city has its very own unique and distinctive typographical practices, and this project aims to highlight this. Focusing mainly on handcrafted typography, students were able to pick out their own place to analyze. I invite you to look at the work of my fellow classmates on the Wander Type website, wandertypeproject.com. My fellow classmates all brought their own personal styles and perspectives to this project just as I have done for mine.

Vieux Carre

When given this assignment I immediately thought of my home state of Louisiana. Being born and raised in Louisiana and then moving away to Fort Lauderdale for college, I noticed that where I am from is a special and unique place worth celebrating. In this project I aim to highlight the beauty of one of Louisiana's most unique places, The French Quarter. The French Quarter is located in New Orleans, off of the Mississippi River. It is commonly called the "Vieux Carre," meaning "Old Square" in French. It is one of the most historic cities in the state and is filled with culture, food, art, music, and happiness. In this book I analyze type specimens I personally found and photographed during two short trips that I took back home during the Winter 2021 semester. In these two trips I really found myself getting lost in the city, staring at beautiful artwork in Jackson Square, laughing at drunk people on Bourbon Street, and listening to the talented street performers playing their trumpets and clarinets and singing the beautiful jazz and zydeco music of Louisiana. Each time I visit New Orleans I find myself falling in love with the city all over again. In this book I wanted to show the love that I have developed for not only the city of New Orleans but the state of Louisiana as a whole. I analyzed each specimen through a Louisiana lens, contrasting aspects of the type to things popular in the southern state. I also include Cajun French words and definitions of different Louisiana terms that may not be known to the common reader. I also have incorporated my personal paintings into this book, which was a way for me to highlight my personal skills as an artist but also a way for me to express the love I have for Louisiana. Through this project I hope to highlight the beautiful culture and type of the Vieux Carre and I hope that you find yourself wandering and getting lost in the pages of my book.

THE
Bouffon Pub
& PARADE DISCO

CAUTION
Keep Back
No Smoking
Support Local Music
Liquor 18+ Only
© 2008-2011 The Bouffon Pub
Bouffon Pub

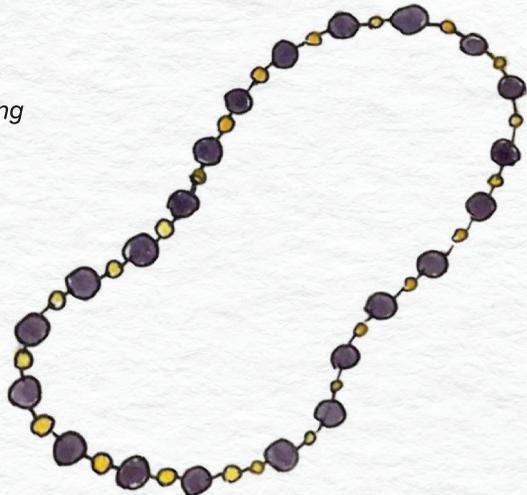


The ornate and decorative swashes and ears of the two typefaces featured on this sign allude to the elaborate and embellished parade floats that pass through the French Quarter, and the entire state of Louisiana, during the season of Mardi Gras. The two letters “P” and “B” feature display fonts, which is a typeface that has an intended use for headings at large sizes.

***Laissez les bon
temps rouler***

*A Cajun French phrase meaning
“Let the good times roll.”*

801 Bourbon St.
New Orleans, LA
70116



This historical sign, one of many found throughout the French Quarter, shows the name of the street when New Orleans was the capital of the Spanish Province of Louisiana. The serif font featured in these signs add a classic and historical element while also showing the creativity and liveliness of the city with certain letters having embellishments, such as the “D” featured in this sign.

610 Bourbon St.
New Orleans, LA
70130



Big Easy
Another name for New Orleans, commonly used by natives.

VIEUX CARRE COMMISSION
HONOR AWARD
1976



When New Orleans was the Capital
of the Spanish Province of Louisiana.
1762 — 1803
This street bore the name
CALLE D BORBON

WITH THE LIGHT OF THE PAST

Milagros

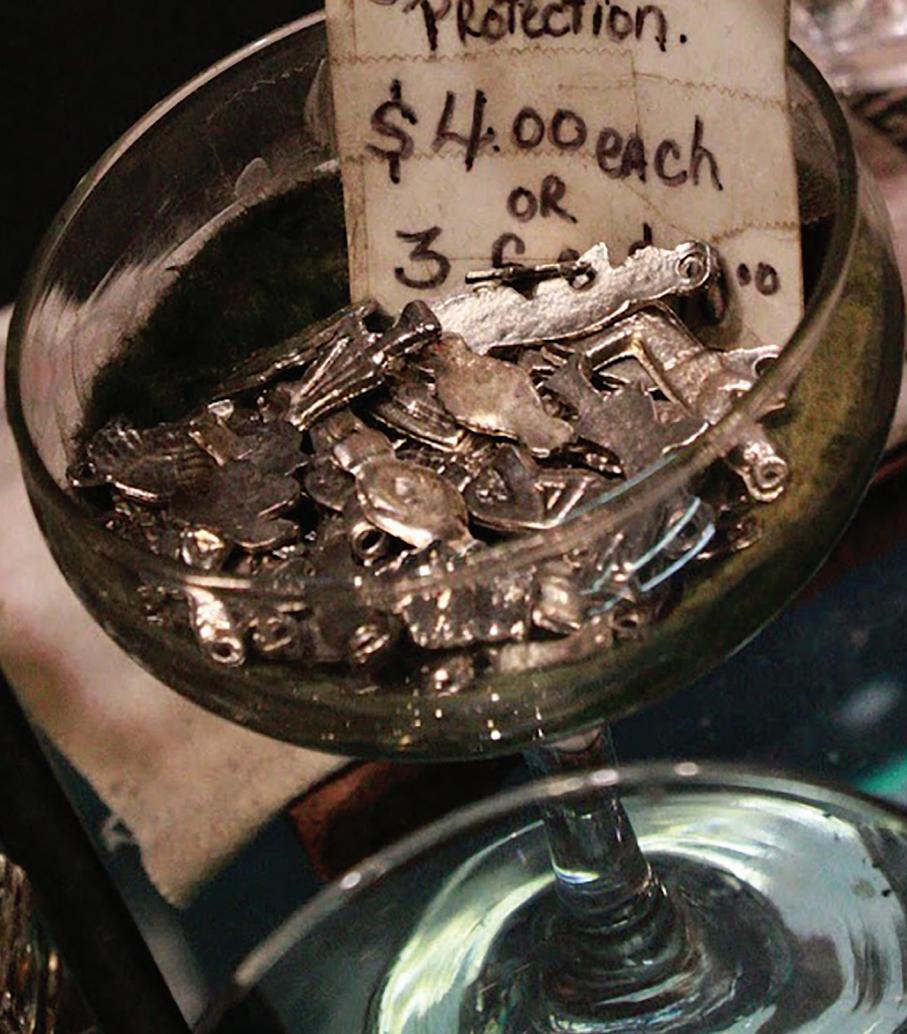
"TINY MIRACLES"

To be used OR
CARRIED as
an offering OR
PRAYER for
Good Luck &
Protection.

\$4.00 each

OR

3 for \$10.00



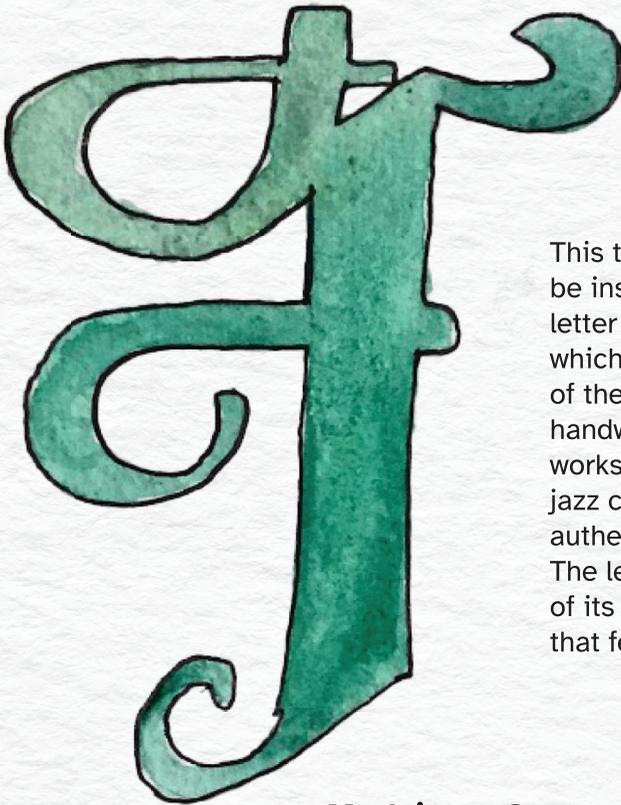
...BAG

This piece of laminated paper features a stylized, handwritten headline that has tiny accents followed by a body copy of simpler handwritten type with randomly combined upper- and lower-case letters. The piece of paper is worn and has many creases which mirrors the Milagros themselves.

Milagros

A charm to be worn or carried for bringing protection and goodluck.

541 Dumaine St.
New Orleans, LA
70116



733 Bourbon St.
New Orleans, LA
70116

This type specimen seems to be inspired by old style black letter type, also known as gothic, which were calligraphic letters of the Middle Ages that were handwritten by monks. This works well with this European jazz club, which plays the authentic Louisiana jazz music. The letter "F" stand out because of its bold and ornate swashes that feautre strong curves.

Making Groceries
The New Orleans way of saying
"buying groceries."

Fritzels

TO GO BAR

Handy Serving

GREAT TASTE

ONLY 96 CALORIES

Lite



TO GO BAR

Handy Serving



Mint Julep



*Now
Being
Served*

h.s. VODKA
BREWERY

Ask on
Enter

6

This type specimen is also reminiscent of old style gothic typography, but with is slender strokes and less drastic flares, this typeface has a modern twist.

Fais do-do

A cajun dance party with lots of good food and drinks.

641 Bourbon St.
New Orleans, LA
70116



These blue and white tiles spelling out the street names on sidewalk streetcorners throughout New Orleans were installed in the 1880s. Being set in the concrete allowed for easier transportation with horse-drawn buggies. These tiles are now a popular tourist attraction for people who want to show off that they are on Bourbon Street or even by finding their own name. These tiles feature an old-to-transitional serif typeface with blue lettering that gets muddied like the Mississippi as people have spent years walking on them.

Bourbon Street

Bourbon Street is one of the most well known New Orleans streets and it is rich with historic venues, social tales and iconic landmarks, but it is most known for being the party street filled with lots of music, people and alcohol.

BOURBON

DECATUR

DUMMAINE

CHARTS

ROYAL

MADISON