

TYPE1

WANDER

WYNWOOD SOULS

BY ISABELLA PEREZ





An immersive exploration into the written souls of Wynwood, Miami. Wynwood Walls is an outdoor museum showcasing large scale works by the world most talented street artist in the world. The streets of Wynwood have become a space in which artists can express themselves and admire the work of other local and international artists. The streets are covered in type and art from free spirited visitors who have left their souls in the streets of Wynwood. The streets and walls contain beautiful, unique typography that tells a story. In this book you will find a compilation of some typography found in these streets, an analysis of the anatomy of these unique letterforms and an inside view into the streets of Wynwood, Miami.



MEET THE AUTHOR

Isabella is a student majoring in Marketing with a minor in graphic desing at Nova South Eastern University. She was born in Colombia and raised in China. She currently lives in Fort Lauderdale, Florida. She is passionate about travelling and experiencing all the different cultures around the world. She aims to work in the marketing industry and simultaneously explore the graphic design field. Merging the two arenas would bring her dream job to life.





The location I chose for this book was Wynwood, Miami. Wynwood Walls is an outdoor museum showcasing large scale works by the world most talented street artist in the world. It was brought to life by Tony Goldman in 2009. He was looking to transform the warehouse district of Wynwood into something big, he arrived at the simple idea: "Wynwood's large stock of warehouse buildings, all with no windows, would be my giant canvases to bring to them the greatest street art ever seen in one place." His idea came to life. In 2010 he added more that 10 artist to contribute to the wall art, he has now brought the greatest Artists from all around the world to express their talents and leave their mark in Miami, Florida.

As I explored these streets I was mesmerized by the art on the walls, the atmosphere of these streets is artistic in itself. I observed many different styles, ideas, and perspectives just by looking at the art around me. I was trying to fully immerse myself in the story told by the art and the people around me. Wynwood allows visitors to express themselves through art and graffiti. The typography showcased on the ground on the streets is a representation of the free spirited atmosphere that lives in Wynwood.

The main focus of my research was the typography located mainly on the ground. I began my research by visiting wynwood with some of my friends, we spent the day there and enjoyed some of the delicious food offered. This allowed me to experience it fully without thinking specifically about taking pictures and doing research. We visited some of the funky art galleries, funky bistros and stores. I visited a second time with the intention of finding unique typography, admiring it and photographing it. I found interesting type placed on interesting places. I found myself trying to understand the reason for the placement of each type, who could have put it there and why they chose to put it there. The analysis experience was my favorite, I feel like I could have spent hours and hours walking these streets observing not only the typography but also what was said and expressed with it.

IN- TRO

WANDERER...



Dedication



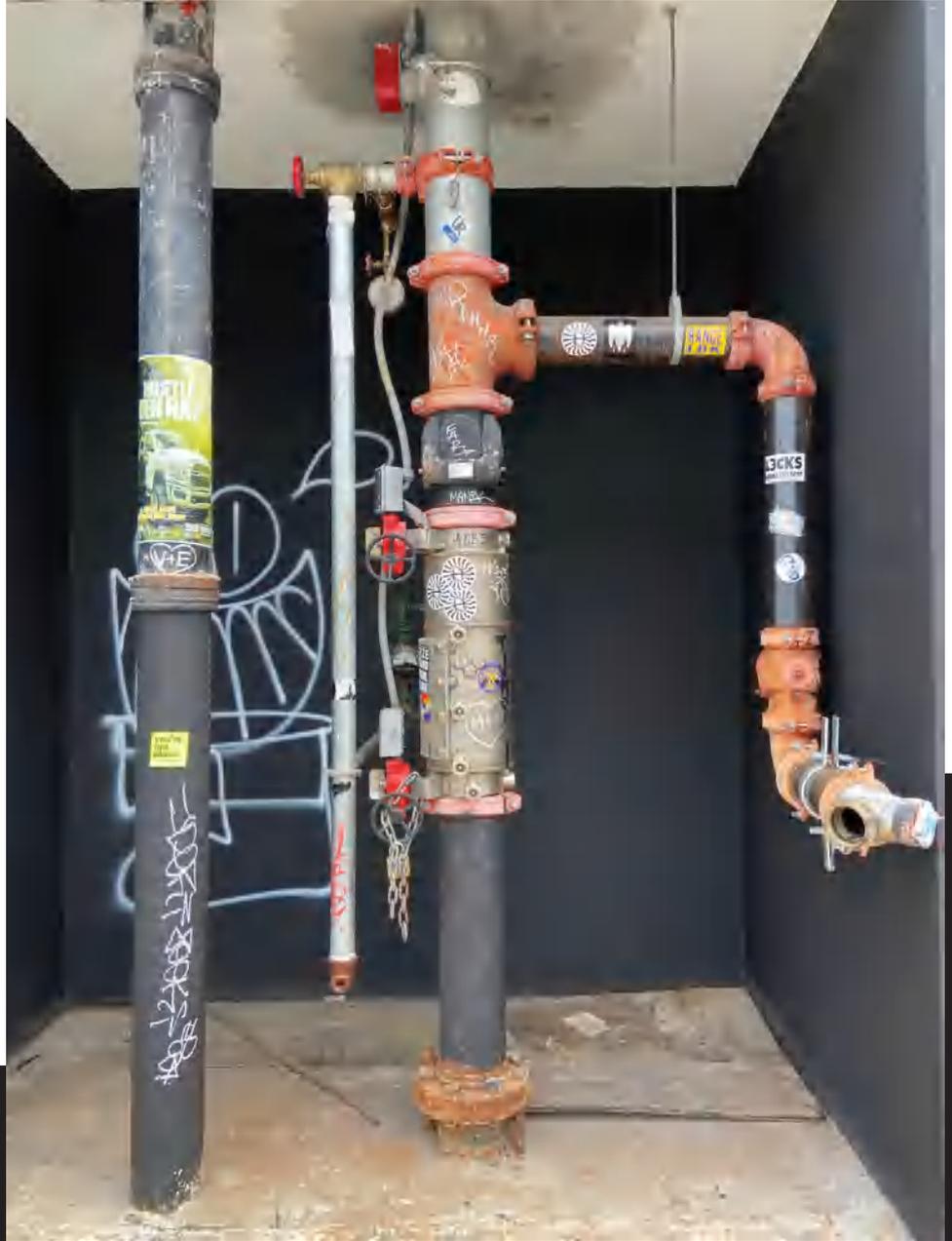
**To all the underrepresented,
talented artists around the
world...**



**TYPE
WITH
YOUR
SOUL**

keep creating magic.

HARD TO PLAY COOL



ADIST

Consistently thick stroked letter form, with no difference in weight throughout the letter. The bowls of the “B” are not evenly drawn and are not round, this gives it a handwritten authentic look. It is placed on a colored industrial looking door in the middle of the streets of Wynwood.





TIRED OF TALKING

**SHE'S GOT A
LITTLE BIT
OF DRAMA
WITH HER
FRIENDS...**



INDEPENDENT





Consistently thick stroked “C”, with a unique hand drawn curve in the stress. The style of the letter is authentic and simple. It was drawn on the ground in Wynwood, design district.

It looks hand drawn and improvised. The difference in size of all the letters and the color choice give the design a 3D look, almost as if it is coming out of the ground.





+LINDA

Upper case “D” with medium stroke weight. It has a graffiti look. The top ending of the bowl of the letter contains a unique looking serif inconsistent with the bottom one, therefore giving the letter a more authentic aura. The type is placed in the middle of the busy streets of Wynwood. The inconsistencies in the stroke make it look hand drawn.

Upper case “E” with a minimalistic look, it is made from wool and placed on a pole on a sidewalk in the streets of Wynwood. The letter is textured and it stands out from all of the others around it. The letter is bold and authentic.

RUS- TIC





CLASHING





LOST ON A TRAIN

Upper case “F” with a geometric look. The type is medium stroked and simple, the arms are inconsistent regarding the direction they are pointing towards giving the letter a more handwritten authentic look. The letter is placed on a mailbox, the stroke is clearly made with a paintbrush and the lettering is rainbow colored.



Upper case “G” with consistent stroke weights throughout the letter. The letter is expressive and curvy. It has an interesting curvy terminal. The type is hand painted on a wall, filling out the inside of a pair of wings art piece placed on top of a black wall. The type is dreamy and aesthetically pleasing but still authentic.

MODERN LONELINESS



NOCTURNAL



Simple looking upper case H, it looks hand drawn and freestyled type. The authenticity of the type is eye catching, the words are abrupt spelling “hero”, the sign makes you reflect instantly. The style of the type is effective for what it intends to evoke in the reader. The type is clearly hand drawn in a bright red color.

**ELEC-
TRIC
LOVE**





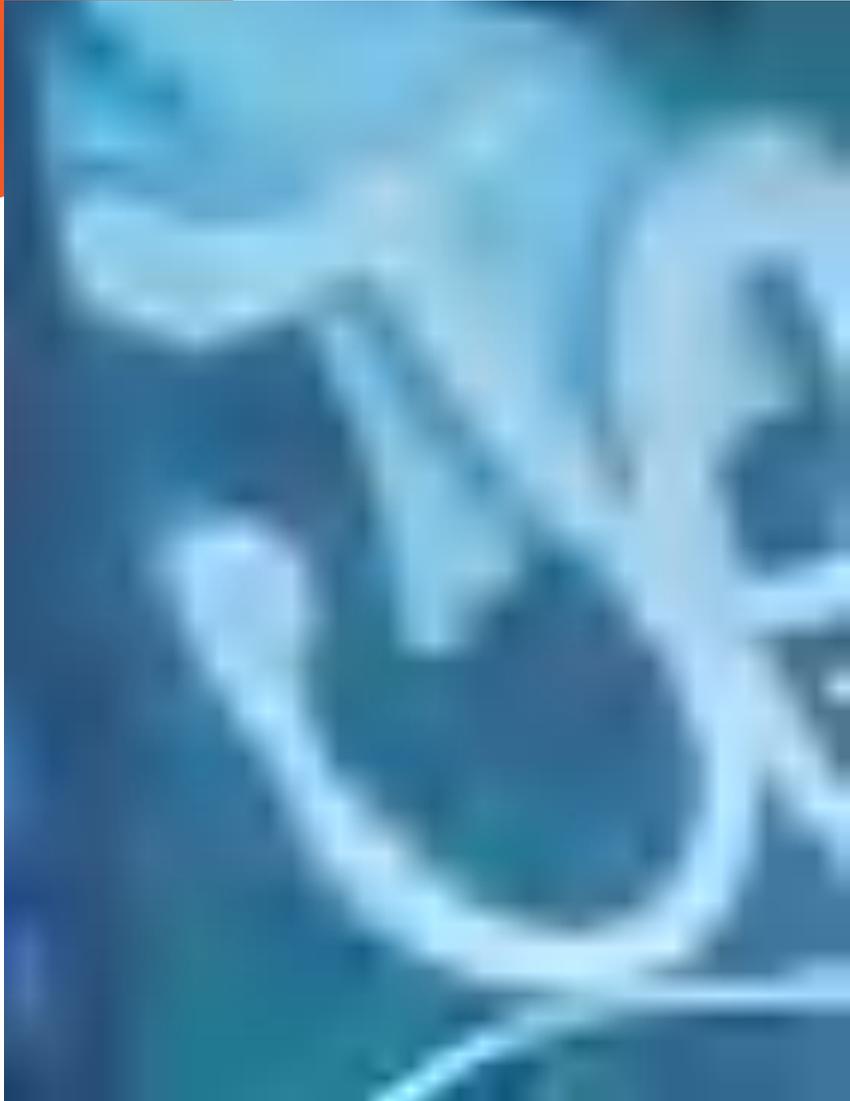
Thick stroked upper case “I” it has an authentic japanese character style. The I contains an extra crossbar in the middle of the stem which differentiates it from any other I. The type is over overlaid on the floor of a red anime looking design that ties in with the style of the character.

SICKO DROP

ODD LOOK



A TORNADO FLEW AROUND



Upper case letter “J” it gives off clear authentic graffiti look. The placement of the letters reflects the free spirit expressed on the streets of Wynwood. The letter is thin stoked, but it contains some inconsistencies in the thickness of the stoke throughout the letter.



FAR AHEAD



Upper case letter K with a medium stroke, the style of the character is original making it clear to the viewer it is handwritten. Then stem of the K contains a unique extended serif that extends out to the left of the letter.

The letter is part of some random graffiti words placed on a white wall. This is a representation of the artistic aura of Wynwood, it is a place in which people feel comfortable to express themselves through art.

**THEIR SKIN
CRATES LIKE
THE MOON**

OVER- WHELMING



FAVORITE MISTAKE

Upper case letter L with a thin stroke and rounded edges. It is visibly authentic graffiti type. It is placed on the ground on the streets of Wynwood Miami. The letter is part of a sign that spells "Help my grandma is lost", the type evokes emotion in the viewer due to the placement of it.





HEAT WAVES





Upper case letter M, with a medium stroke. The type is placed on the ground, surrounded by many other graffitied words. The type spells “MSG” in bold orange letters. The colorful type on the ground gives the whole street an artsy picture worthy vibe.

OVERRATED

TALK IS

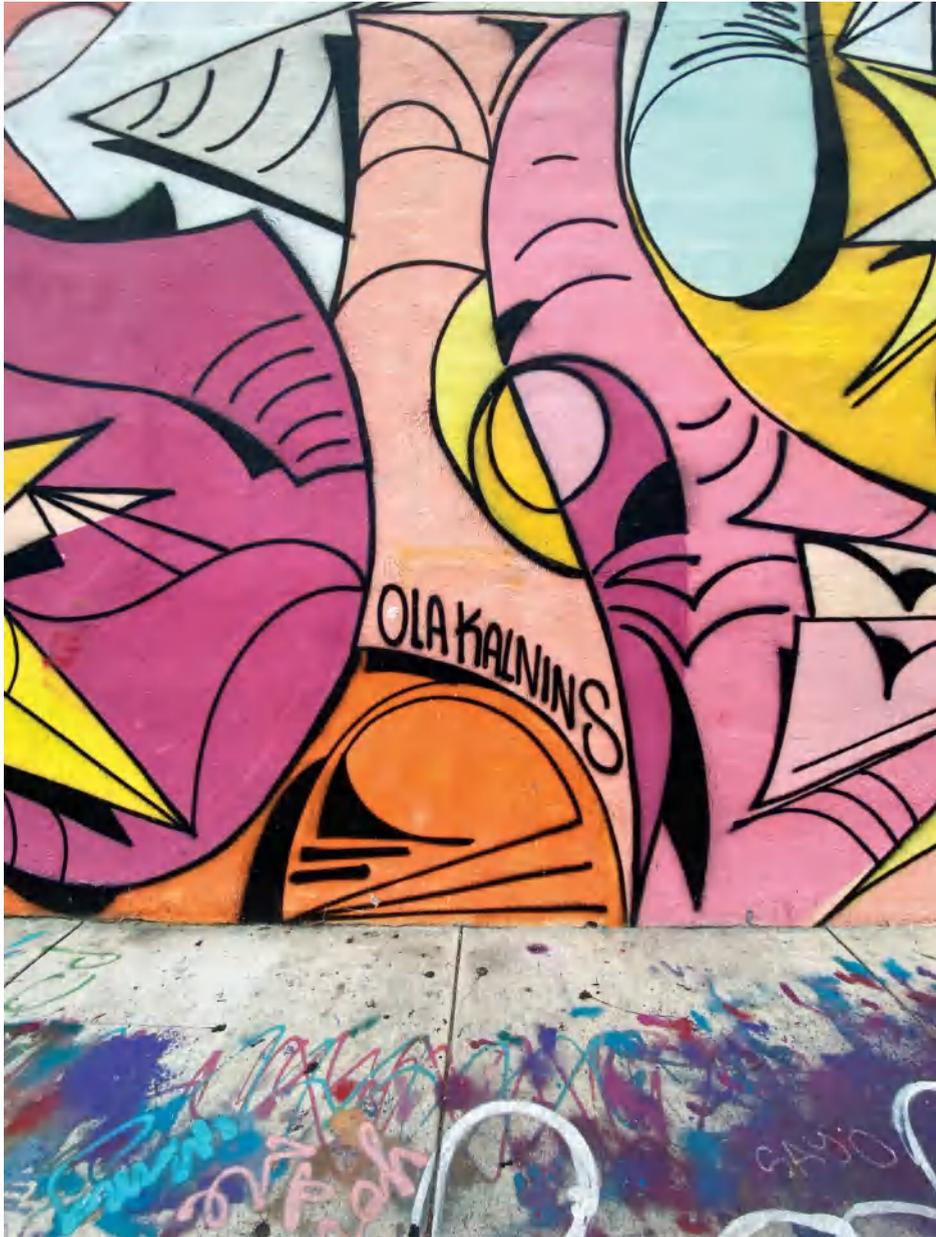


Upper case N with medium stroke and rounded edges. The simplicity of the letter demonstrates that it is handwritten. It has paint drips which can be interpreted as a result of spontaneous writing. The letter is unique and has a cursive look to it since the stroke of the curve extends further to the right at the ending of the letter.

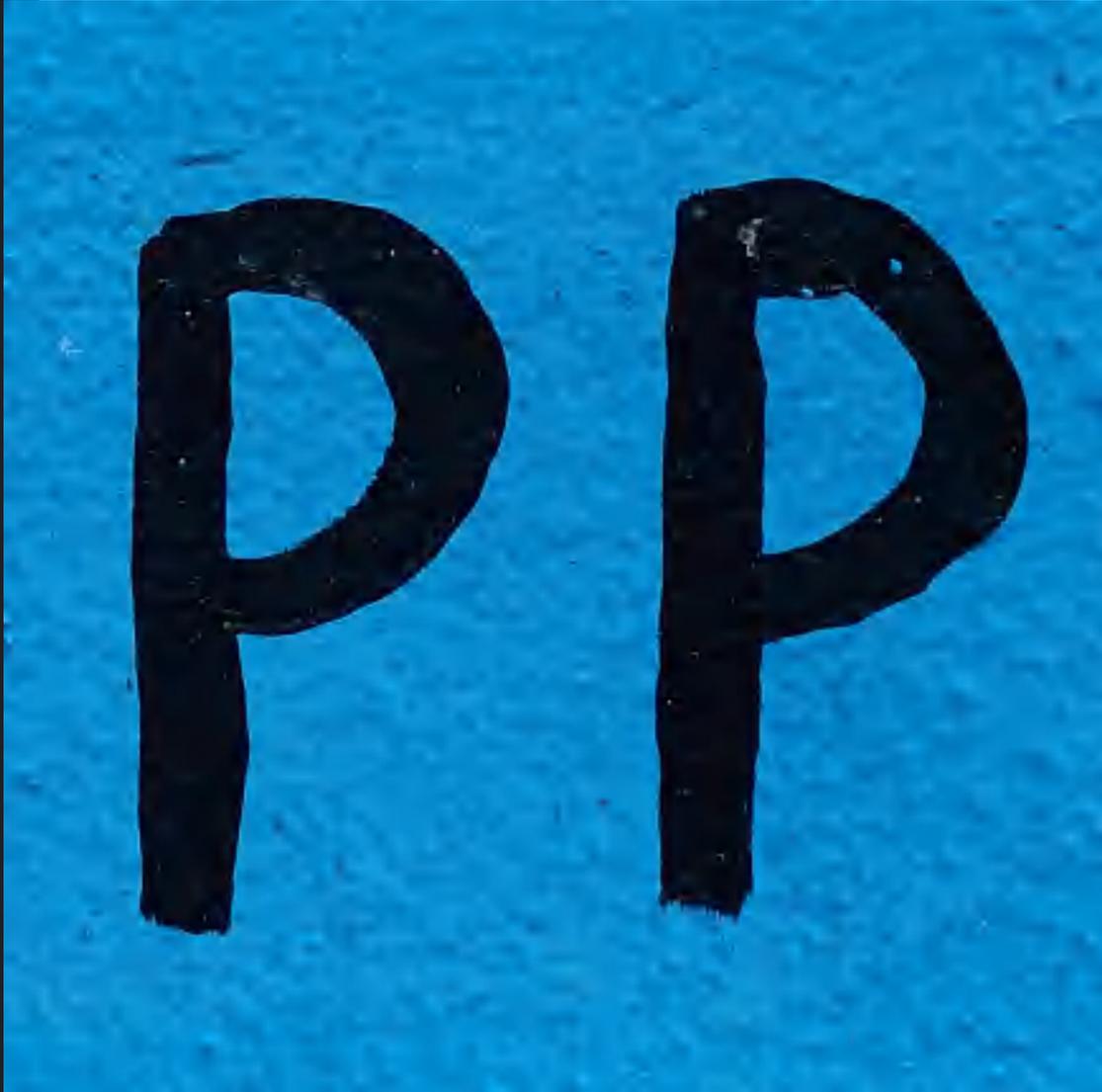


Upper case O with a thin stroke, it is placed on a large colorful artwork on a wall. The word seems to represent the artist in some way. The placement of the word is meant to encourage a free spirit while expressing the bohemian style that is reflected in the Wynwood design district.





**RUNNING IN
CIRCLES**



Upper case “P”, with a consistent stroke all throughout the letter. The letter is simple and visibly hand painted due to the inconsistencies in the stroke. The wording spells out happy hour and it placed on the outside of a restaurant, the type is used to advertise the happy hour from a local mexican restaurant.



US AGAINST THE WORLD

Upper case letter "Q", with an inconsistent medium stroke weight. The letter looks authentic and hand painted since the paint is inconsistent in some parts of the letter. The tail is significantly more thinned stroked than the rest of the letter. The letter is placed amongs other graffitied words on a main street in wynwood.





DISSOLVED





Upper case “S”, with interesting unique curves. It contains a distinctive serif at the top of the beak. The type is placed on a white wall in the middle of an industrial looking street, with fences and tubes around. The font looks like it is painted with a paint brush since the paint is faded, implying that it was written spontaneously.



**SAW
YOU
IN A
DREAM**



Upper case T with a thin stroke, the stem of the letter is tilted to the left giving it a more authentic and handwritten look. The typeface looks made from a stencil, but the letter seems unique. The type is placed amongst an art work and it seems to be used for as the artists signature.



**ONLY
HUMAN**



Upper case letter U with a medium uniform stroke weight. The type looks clearly handwritten and hand painted since the color of the U is not consistent within letter. The type is part of a random sign placed in one of the streets on Wynwood.

**PRES-
ENT**



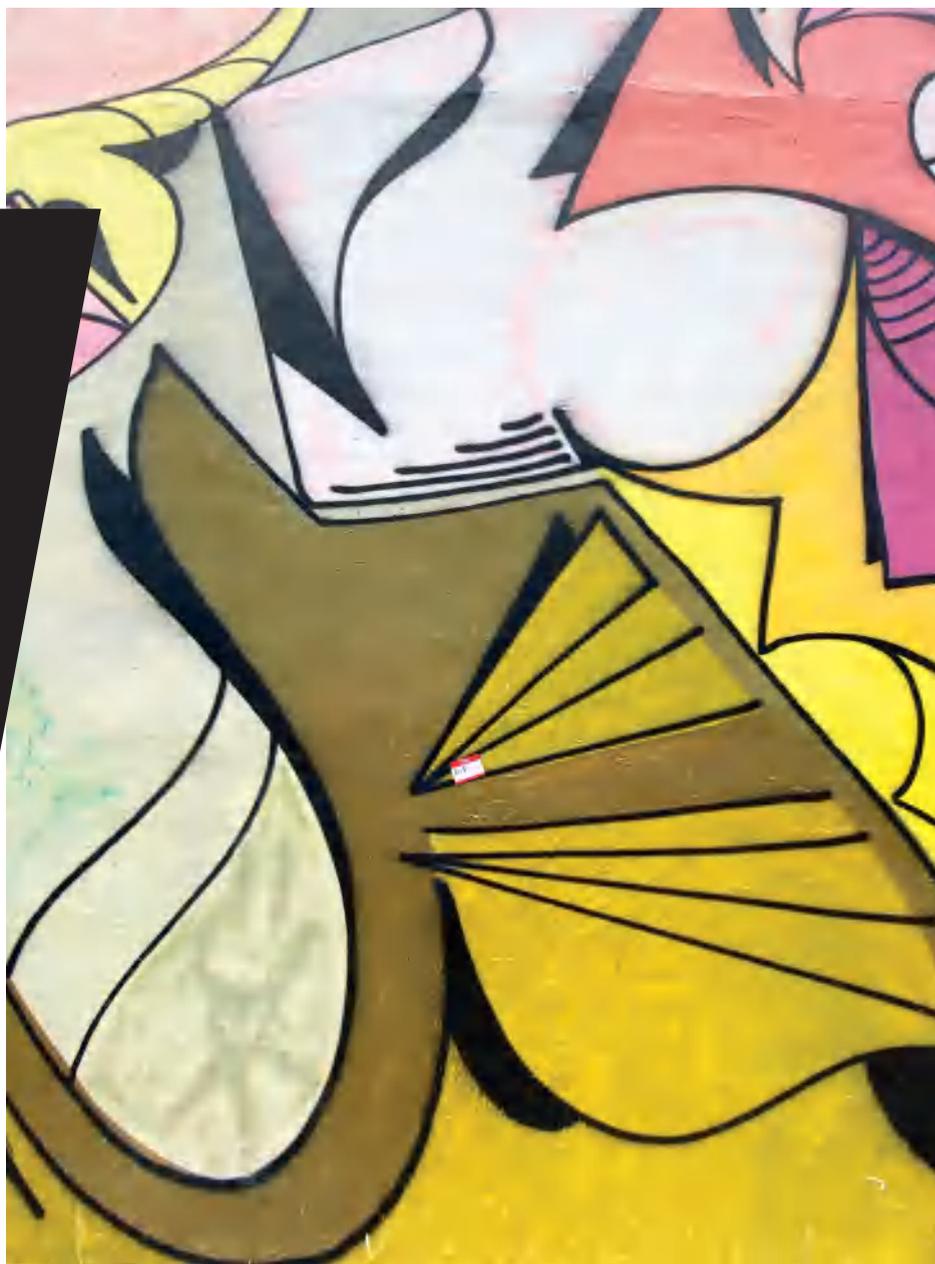
MIDNIGHT BOOM





Upper case V, with a uniform thick stroke. It is clearly a graffiti and the letters are still authentic and unique. It is placed randomly on the ground of the streets of Wynwood. The type is used to advertising an event.

W



Upper case W, with a thin stroke. The style of the letter is almost as if wind was blowing it from the right. The type is placed on a sticker stuck in the middle of a wall with a huge artwork on it. The randomness of the placement of the letter and the sticker portrays the free-spirited aura that allows visitors to do what they desire with art.

**LACK OF
UNDESTRANDING
LEADING US AWAY
FROM UNITY**





Upper case “X”, with inconsistent stroke weight. The stem of the X extends longer to the left enlarging the x height. Additionally, it contains a rounded serifs at the end of the stems. The style is clearly handwritten and it was placed as part of the word “paradox” on the ground.

SO CALM, SO RUTHLESS



MATCHING INTO THE DARK



Upper case “Y”, with a consistent thick stroke and rounded edges. The type is cleanly hand painted and aim to advertise a some of the artists that contributed to the artworks on that street.

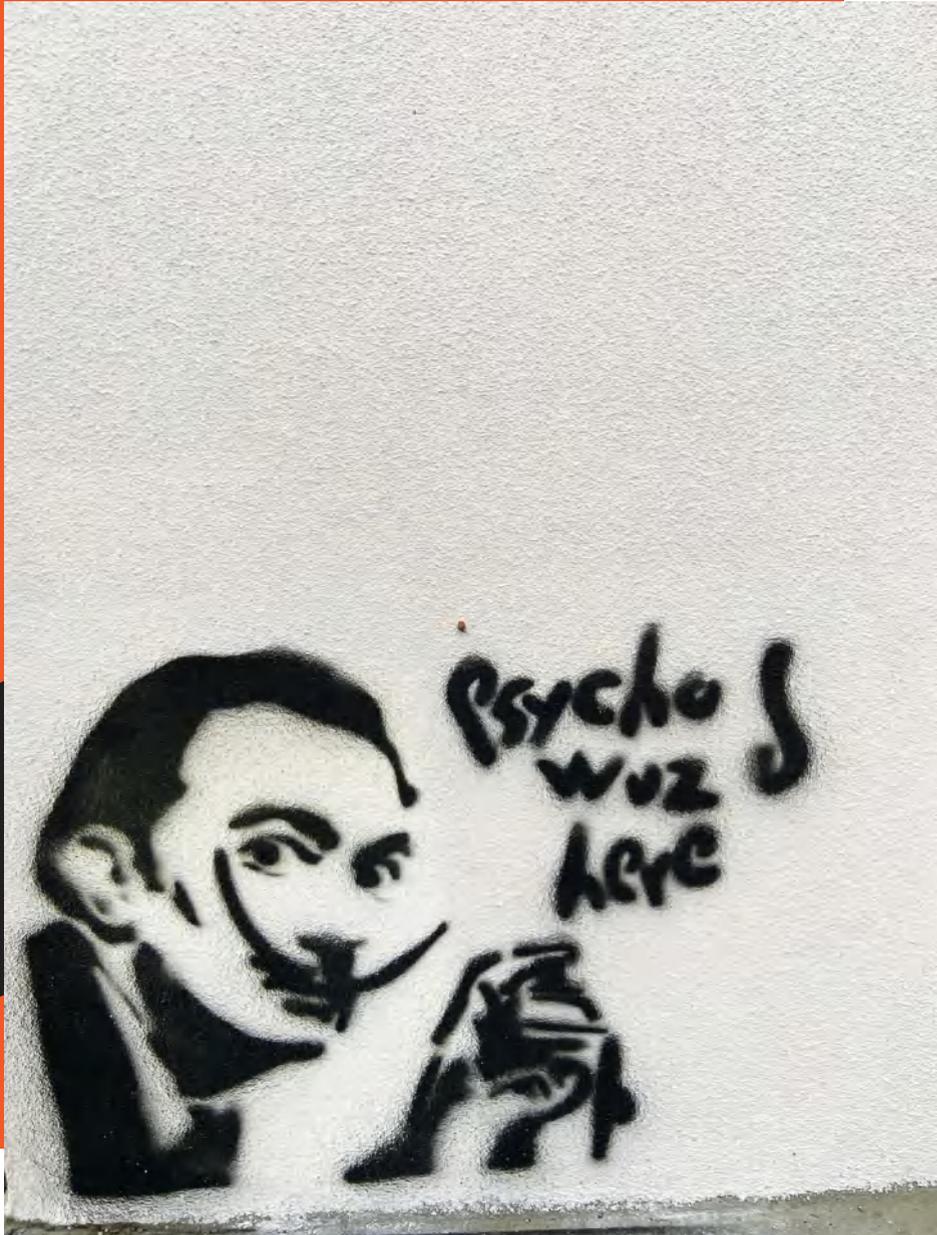


Low case z with a thick stroke and rounded edges.

The letter is placed on the walls of Wynwood. The letters are meant to resemble smoke coming from a painting that accompanies the text.

**ANY-
THING
BUT
THE
TRUTH**





A
251 NW 25th St, Miami,
FL 33127

B
2727 NW 2nd Ave, Miami,
FL 33127

C
2637 N Miami Ave, Miami,
FL 33127

D
310 NW 24th St, Miami,
FL 33127

E
266 NW 26th St, Miami,
FL 33127

F
185 NW 25th St, Miami,
FL 33127

G
2750 NW 3rd Ave Suite
20A, Miami, FL 33127

H
2322 N Miami Ave, Miami,
FL 33127

I
143 NW 23rd St, Miami,
FL 33127

J
143 NW 23rd St, Miami,
FL 33127

K
2621 NW 2nd Ave, Miami,
FL 33127

L
2527 NW 2nd Ave, Miami,
FL 33127

M
2550 NW 2nd Ave, Miami,
FL 33127

N
2211 NW 2nd Ave, Miami,
FL 33127

O
2520 NW 2nd Ave, Miami,
FL 33127

P
317 NW 25th St, Miami,
FL 33127

Q
143 NW 23rd St, Miami,
FL 33127

R
2211 NW 2nd Ave, Miami,
FL 33127

S
222 NW 26th St, Miami,
FL 33127

T
8075 SW 67th Ave, Miami,
FL 33143

U
312 NW 24th St, Miami,
FL 33127

V
250 NW 24th St, Miami
Crudos, Miami, FL 33127

W
185 NW 25th St, Miami,
FL 33127

X
2621 NW 2nd Ave, Miami,
FL 33127

Y
2322 N Miami Ave, Miami,
FL 33127

Z
404 NW 26th St, Miami,
FL 33127

REFER- ENCES

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<https://thewynwoodwalls.com>

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