

Aesthet Typeface

A font family of 4 weights
Designed by Mariya Pigoulevskaya
2015

Aesthet is a sans serif type family of 4 weights. Based on the personal experience of rural living, Aesthet is a reflection to embrace simple, community and nature inspired lifestyle. The idea created during experimental exploration demonstrates the evolutionary transition between the handmade and conventional typeface. The challenge of retaining natural essence of the individual approach on one hand and producing a functional text based font on the other was the driving force behind the design process.

LIGHT 23 PT

Initial drafts of Aesthet were made using ink and brush technique. From the original drawings, the design was then further refined by hand. The final result was translated into digital format, resulting in a legible and distinctive typeface. Aesthet was designed to stand out in larger sizes, making it an attractive choice for headlines. At the same time, the exaggerated details appear less prominent in smaller sizes, retaining the text quality of the font. Aesthet features 380 characters, OpenType features and manually edited kerning.

REGULAR 23 PT

ABCDEF G
HIJKLMN OPQRS
TUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
@£\$%&(){}[],.?!

MEDIUM 36 PT

ABCDEF G
HIJKLMN OPQRS
TUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
@£\$%&(){}[],.?!

LIGHT 36 PT

BOLD 1175PT



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aa aa

Background

snug, comfy, cosy

A GIFT FROM A BELOVED FRIEND

LOUNGE

fresh milk, tea & coffee, water and breakfast (granola pot, banana & OJ)

100% Natural Ingredients

memo

seeking a respite from this season's chill

MEANING OF HOME

Fergus Henderson and Trevor Gulliver opened the original Smithfield location of St. John Bar and Restaurant in 1994, and to this day it is considered to be one of London's finest places to eat. In 2003, they opened the cleanly designed St. John Bread and Wine across the street from Spitalfields Market on Commercial Street, where they combined "nose-to-tail" dishes with freshly baked goods and artfully chosen wines.

MEDIUM 24 PT

"When I wake up, the first thing I think of is lunch. What would I like to cook today?"

For St. John Bread and Wine , the pair wanted to create a less formal dining experience for visitors. Everything from the menu to the décor is centered around a minimal aesthetic and approach. While the menu changes daily, it explores many underappreciated British ingredients, offering diners a true taste of traditional British culture. We asked Fergus & Trevor to give us some insight into both excellent spots.

REGULAR 13 PT

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LIGHT 13 PT

FRISCHLUFT

time is more valuable than money

In Good Company

Comfort

be intimate & don't be afraid to fall in love

MEMORIES TURN A HOUSE INTO A HOME, A PLACE TO PEEL BACK THE LAYERS

1/4 CUP

280 THREAD COUNT

CHARACTER SET

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Ø Œ P P Q R Ŕ Ŗ S Ś Š Š T Ŧ Ţ Ŧ U Ú Ů Ũ Ü
Ú Ů Ů Ů Ů Ů Ů V W Ẁ Ẃ Ẅ X Y Ý Ÿ
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d' đ e é ê ë è ē ę f g ğ ğ ğ h ħ i í î ï ï ĵ ĵ
k ĳ l l' l' l' m n ŋ ŋ ŋ ñ o ó ő ô ö ò ő ő ø õ œ p
p q r r' r' r' s ś š š š ß t t t' t' t' u ú ů Ů Ů Ů Ů Ů Ů Ů Ů
u ů v w Ẁ Ẃ Ẅ y ý ŷ ŷ ŷ z ž ž ž 0 1 2 3 4 5 6 7
8 9 / 1/2 1/4 3/4 1/8 3/8 5/8 7/8 0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7
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Gg

BOLD 100PT

AESTHET

MEDIUM 100PT

AESTHET

REGULAR 100PT

AESTHET

LIGHT 100PT

AESTHET

BOLD 54PT

THE HOLIDAY HOUSE

BOLD 24PT

The vacation home is where memories are formed, nostalgia is nurtured & plenty of growing up happens.

MEDIUM 24PT

The vacation home is where memories are formed, nostalgia is nurtured & plenty of growing up happens.

REGULAR 12PT

A holiday cottage, holiday home, or vacation property is accommodation used for holiday vacations. The properties may be owned by those using them for a vacation, in which case the term second home applies; or may be rented out to holidaymakers through an agency. Terminology varies between countries. As people begin to realize this trend vacation type properties are becoming popular not only for existing homes but also for building one. Renting a holiday cottage gives vacationers the freedom to eat in, eat out, stay in bed all day and generally come and go as they please. In contrast to this, accommodation in a bed and breakfast or hotel usually involves some sort of restriction on the time of day.

LIGHT 12PT

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ISSUE 15

CYNFELK



Friends & Memories

Friends and memories were made as we gathered for a delicious meal prepared by Jason Hammel of Lula Café and Nightwood. The brisk fall weather was just settling in as we huddled up around the campfire, celebrating the turn of the season while basking in the historically rich and beautiful grounds of Camp Wandawega. "The Kinfolk weekend was one of our favorite gatherings we've hosted at the camp. It was the perfect day: sublime fall weather, amazingly crafted meals—and a true creative collaboration. It's gatherings like this that make us grateful to have this place, which is made to be shared."

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—Tereasa Suratt, Proprietor of Camp

Chapter 2

A Natural Home





A LOOK BACK AT OUR NATURAL HOME & HOLIDAY DECOR WORKSHOP.

This past holiday season we were so eager to bedeck the halls of our own hearth and home that we hit the forests, the roadsides and the fields for natural inspiration and materials. We gathered across the globe with our friends to make unique adornments to last beyond the holiday season. We loved seeing what everyone around the world managed to create using bits and pieces from their natural surroundings.

SCRUMPTIOUS
600PT

S s

Soft Boiled Eggs & Buttered Soldiers



Soft Boiled Eggs

2 large free range eggs
(at room temperature)

Soldiers with Rosemary and Parmesan

2 sprigs of rosemary
(leaves roughly chopped)

$\frac{3}{4}$ tbspn of Parmesan

A generous pinch of salt

1 thick slice of bread

2 $\frac{1}{2}$ tbspn of butter

FREE ADMISSION

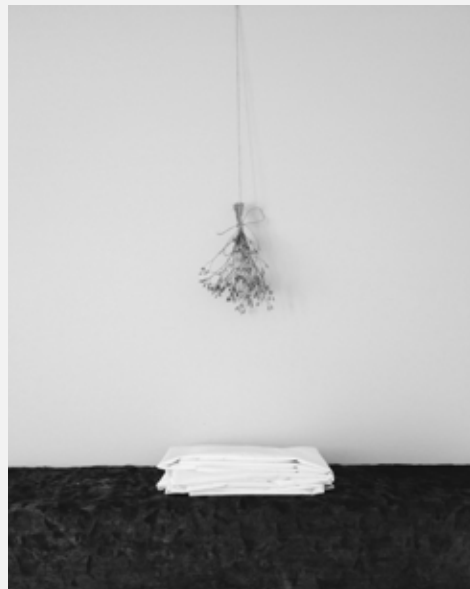
Simple Pleasures

(S)

23/11-23/12
NEW EXHIBITION

FREE ADMISSION

FREE ADMISSION



TRUE STORY

FREE ADMISSION