GINGER HAMILTON

Type has the power to resonate differently with every single person that reads it. When people read things they give it their own voice, and it means something different to each of them.

It is important to not only appreciate the art of letterforms and how different letters work with one another, but also how letterforms can simply be the art form. After learning the basics of letterforms through Calligraphy, I began experimenting with letters in an abstract form. I wanted to see how much I could get away with. How far can I push the letterform to where it is still a letter but has more of an abstract value?

My focus is to create words and letters (and ultimately my message) as an art form, and make a statement about passions in life, forcing people to think about what they are passionate about. I have realized that I am passionate about being passionate about what you are dong. If you don’t truly love something, what is the point of doing it? Can you grow to love something again that you once did?

I want everyone to truly think about what it takes to make them care.