

SPELL IT OUT

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Film titles created for OFFF design festival by Universal Everything, Moscow

Watch this video at <https://www.lsnglobal.com/seed/article/18469/spell-it-out>

Moscow – Design studio **Universal Everything** has explored the crossover between kinetic architecture and typography in a series of titles for the OFFF design festival last month.

: The Sheffield-based studio pushed the boundaries of typotecture, using architecture to bring text to life

: Five animated renderings of abstract structures were transformed to reveal names of OFFF's headline speakers

In one example, the walls of a building rotated like a Rubik's cube, eventually aligning to reveal the name of acclaimed studio Joshua Davis. In another fan-like structures opened and closed in time with the beat to spell out the name of digital agency AKQA.

'Type, language and buildings are living things, yet are often presented as static and fixed,' Universal Everything producer and studio manager Greg Povey tells LS:N Global. 'We created prototypes for type architecture to show how type is evolving. We like the idea that they could become real, physical, living structures.'

The Big Picture

Designers are creating living letter forms that mimic emotions and architectural properties, transcending verbal language. Find out why in our [Post-language Typography](#) microtrend.