The Philosophy of Anuthin Wongsunkakon: Insights from a Renowned Type Designer

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Anuthin Wongsunkakon, a distinguished figure in the world of type design, has left an indelible mark on the industry as the Script Chair of the Southeast Asian Script Group and the founder of Cadson Demak. Known for his thought-provoking perspectives, Anuthin approaches his craft with a balance of artistry, precision, and innovation.

In the interview, Anuthin explored the intricate process of designing typefaces, where every glyph is a testament to skill and creativity. He emphasized the evolving nature of the field, pointing to the growing significance of collaboration and the dynamic interplay of ideas. For Anuthin, type design is no longer a solitary pursuit but a collective effort where teamwork shapes the foundation of progress.

> **Each glyph, each character, has its own right to be what it is. Typeface design is all about teamwork and how these individual elements come together.**

One of his core philosophies lies in his belief in the younger generation. He views their enthusiasm and boldness as essential forces driving the industry forward. By recognizing their potential and valuing their contributions, Anuthin advocates for a more inclusive and forward-thinking approach to design.

In articulating his philosophy, Anuthin draws a compelling parallel between type design and cooking. While many can attempt to create, he argues that true mastery requires not only technical expertise but also a profound dedication to the craft. Much like a seasoned chef who brings depth to a dish through skill and intuition, a type designer achieves greatness through years of refinement and a deep understanding of their medium.

This philosophy, grounded in collaboration, innovation, and respect for craft, reflects Anuthin's profound influence on type design. His work and ideas continue to shape the discipline, fostering a culture of excellence and creativity within the design community.

> **Typefaces should bring something new to the table, whether in concept, design, or approach. It's about innovation while respecting tradition**
>
> Anuthin Wongsunkakon

Catch all the interview now on the GRANSHAN YouTube (https://www.youtube.com/@granshan_foundation/videos) channel!

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