



Coastline

## ERODING TYPEFACE SHOWS HORRORS OF CLIMATE CHANGE

 ARCHITECTURE & DESIGN

### A Swedish designer brings the terrifying impact of climate change to your keyboard

#### Spotted:

A new typeface called Coastline, developed by Swedish designer Johan Elmhag, contains a terrifying warning about climate change. Elmhag took data from website [Flood Map](#) and [National Geographic](#) and made a map. The resulting map showed the world as it would appear if all of the world's ice melted – an exaggerated outcome but an affecting one. The map was filled with coastlines made of squiggly lines. Elmhag thought they looked like letters of the alphabet. It gave him an idea.

He decided to create a new font. Next, he carried it a step further by using the letters to illustrate how rising water levels would impact particularly exposed countries and their futures. A squiggly “U”, for example, represents the future of Mexico. Scientists say the country could be split in half by rising waters. A QR code that accompanies the typeface provides more information on the consequences of climate change.

The script can be [downloaded](#). There's also a book, *A-Z: Coast to Coast Shore to Shore*, published in July 2018, which provides additional information about the project and each letter.

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## Takeaway:

Elmehag's project paves a new path in design innovation that could be applied to other global problems. It takes a serious, though sometimes abstract concept, and makes it accessible and immediate to anyone with a keyboard. A recent report by NASA found that at the current rate, sea levels will rise by 65 centimetres by 2100, high enough to cause "significant problems for coastal cities." Elmehag's eroding letters could draw attention to this and other global problems.