

Reflection on Audience Engagement

I shared the Chang Ho typeface and its accompanying visual outcomes with a group of my Korean friends who, like me, grew up attending international schools in Indonesia and Singapore. Because this project physically manifests a specific cross-cultural psychological state, it was crucial to share it with individuals who have first-hand experience with the questions and concerns I am exploring.

The format of my project allowed for multiple layers of interaction. Initially, I asked them to engage with the text by reviewing the conceptual framework of the Chang Ho lattice. However, because I created a downloadable otf font file, the core engagement strategy invited usership and direct participation. I sent them the font file and observed their engagement directly by asking them to install it and type out words that define their own sense of home.

The conceptual metaphor of the traditional Korean window acting as a "translucent threshold" resonated immediately with their own experiences of living in a cultural in-between. More importantly, when given the font file, the participants did not just type random words. They instinctively typed out the names of the Indonesian streets we grew up on, Singaporean slang, and Korean songs we listened to growing up. The typeface proved to be more than just a structural experiment. It acted as an emotional prompt, allowing them to visually process their fragmented backgrounds through a Korean architectural lens.

Reflecting on how I might further develop my work in response to these insights, I realize the project must evolve from a solitary exploration into a collective archive. Moving forward, I want to use this typeface to visually represent a specific group of cross-cultural individuals, or perhaps explore entirely different communities. By generating posters, maps, and digital artifacts, the Chang Ho grid will become a shared visual language for our cross-cultural community.