

# Intercom

**Name:** Intercom

**Classification:** Sans Serif

**Designer:** Jérémie Hornus

**Designed in:** 2016

**Styles:** 5 Romans +  
5 Italics

[www.indiantypefoundry.com](http://www.indiantypefoundry.com)

**A compact sans family in 10 styles for impactful headline-setting.**

Intercom's forms are quite open, which increases their legibility. The typeface is designed for newspaper headline-setting and other editorial or corporate identity projects. It features lowercase letters with a tall x-height, combined with very short ascenders and descenders to enable compact multi-line settings. Letterforms have visible stroke-contrast, and everything about the design is as streamlined as possible. There are 390 glyphs in each weight, and every font includes an alternate spurless form of the lowercase letter 'r'.

# A compact sans serif family for impactful headline-setting

## — *Intercom*

Designers are often on the prowl for new sans serif families built for our time's needs. Intercom differentiates itself from other recent members of this category because of its simplicity and formal reduction. For a 'constructed sans', its letterforms are quite open, which increases their legibility. This, coupled with a clear style, helps make it an effective workhorse display design for use in newspaper headlines and other editorial or corporate identity projects.

The Intercom family includes five weights — from Light to Bold — *each with an optically corrected oblique companion italic*. The typeface's numerals are streamlined in their design, and they are just as tall as the uppercase letters, although they are somewhat narrower than these. Both the uppercase letters and figures have counterforms of equal size. A tall x-height combined with very short ascenders and descenders allow compact, multi-line text setting. The ascenders are slightly taller than the cap-height.

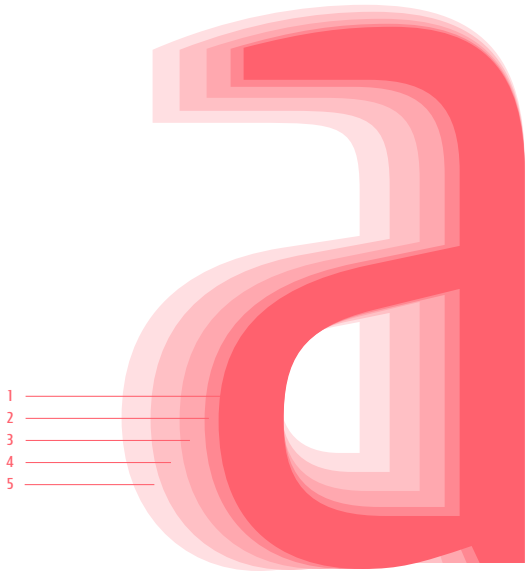
Intercom's shapes feature visible stroke-contrast. Everything about the design is as simplified as possible. The cedilla, for instance, is reduced to just a simple vertical stroke. Diacritical marks on top of lowercase letters also terminate exactly at the ascender height, further streamlining lines of text set together. All of the typeface's dots are squarish in their forms, as are most of the letters' counterforms. Intercom's apertures are very open; the compact counterforms are flat on the inside, while letters' curves are round on the outside. There are 390 glyphs in each weight, and every font includes an alternate form of the lowercase letter 'r', which is spurless.

### **About the Designer**

*Intercom is the sixth ITF typeface from Paris-based designer Jeremie Hornus. Like Intercom, his Volkart typeface family is another solo effort. He designed Diodrum, Eurosoft, Spencerio, and Tabular together with other designers.*

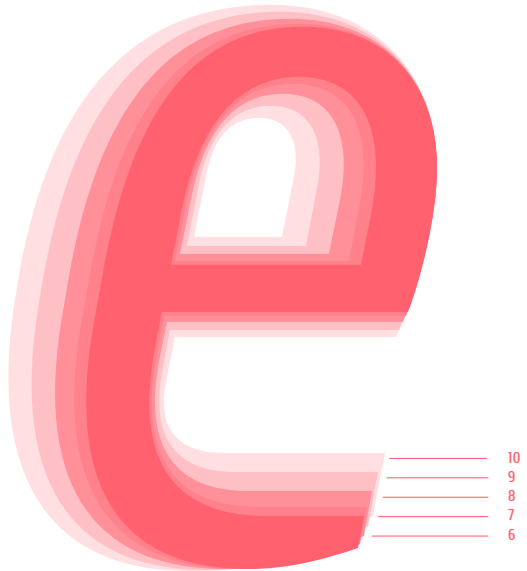


ROMANS



- 1 Intercom Light
- 2 Intercom Regular
- 3 Intercom Medium
- 4 Intercom Semibold
- 5 Intercom Bold

ITALICS



- 6 *Intercom Light Italic*
- 7 *Intercom Italic*
- 8 *Intercom Medium Italic*
- 9 *Intercom Semibold Italic*
- 10 *Intercom Bold Italic*

LIGHT

# Infinitesimal Lives

The presumptive Republican nominee has been attacking Hillary Clinton from

REGULAR

# GERIATRIC PAXENT

Střetnutí předznamenalo postupný úpadek slávy rytířské obrněné jízdy, která

MEDIUM

# Rediscover Happy

...magistratul francez Pierre Séguier a fost primul deținător al Fotoliului 1 al

SEMIBOLD

# Working & Swing

Americans spend more than \$40 billion a year on breads, yogurts and co.

BOLD

# New Korkscrews

Until Tuesday, the F.D.A. has “respectfully declined” judges’ requests...

LIGHT ITALIC

# COMPANY OUTINGS

«Al-Qa'im bi-amri 'llah, der zweite Kalif aus der Dynastie der Fatimiden, stirbt.»

ITALIC

# Stark Expectorant

Incêndio florestal desloca 88 mil pessoas e destrói mais de 1600 casas em Fort

MEDIUM ITALIC

# CONQUERS & MIND

...“MacGyver,” “Prison Break” and “MTV Unplugged.” studies in the United States,

SEMIBOLD ITALIC

# Major Cataclysm!

BLENDING VS. JUICING? Eating whole fruits is more beneficial than drinking

BOLD ITALIC

# Legendary Treat

1911 — urodziła się irlandzka aktorka Maureen O'Sullivan, odtwórczyni

EUNICE KENNEDY SHRIVER (1954–2013)

# 25-968

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landstinget har enligt** Försäkringskassan  
nu nått en sådan nivå att frågorna måste  
aktualiseras och lyftas högre upp. I klartext

hade landstinget i Västernorrland den  
högsta sjukfrånvaron av alla landsting i  
Sverige under fjolåret. Dessutom hade man  
den högsta andelen långtidssjuka över

## SPRUNGQUALIFIKATION

## Neuer Startplatz West eingeweiht

Loffenau/Gernsbach (vgk) – Kaiserwetter war dem Drachen- und Gleitschirmclub (DGL) “Die Teufelsflieger” am Samstag bei der Einweihung des neuen Startplatzes West beschieden. Rund 2,500 Arbeitsstunden haben die Vereinsmitglieder in

# Legends 23

Decesul petrecut în condiții tragice al lui **Dan Condrea**, patronul Hexi Pharma, pune capacul deasupra **oalei cu presiune**. Nu vom mai afla cine au fost [...]

# Future?

*Neue Therapie nutzt Abwehrzellen gegen Blutkrebs*  
23.05.2016 – 02:40 Uhr

## Fig 54.2 Hollywood

În curând puteți scoate bani de pe card de la casele de marcat din magazine

LIGHT  
112 PT

# REPORT

LIGHT  
25 PT

The futures field excludes those who make future predictions through any supernatural means\*. At the same time, it does seek

LIGHT  
50 PT

## Where does time go? Keep track...

LIGHT  
16 PT

BLENDING VS. JUICING? EATING WHOLE FRUITS IS MORE BENEFICIAL THAN DRINKING FRUIT JUICES, BUT ARE SMOOTHIES, WHICH INVOLVE BLENDING WHOLE

LIGHT  
11 PT

"Is age a limiting factor?" Pitsiladis said. "Nineteen, 20, 21, is that a negative? Maybe 21 will be even better than 29. Twenty-nine might be a wealthy guy; he's not as hungry. A 17-year-old could be fearless and hungry, ready to run on coals if it makes him better." As a Westerner, Pitsiladis had become sensitive to the challenges of imposing his ideas on the East African runners.

LIGHT ITALIC  
112 PT

# NIEUWS

LIGHT ITALIC  
25 PT

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LIGHT ITALIC  
50 PT

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LIGHT ITALIC  
16 PT

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LIGHT ITALIC  
11 PT

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REGULAR  
112 PT

# NOTICIA

REGULAR  
25 PT

PARIS — Imagine you are driving on a highway very late at night\* as a big truck closes in behind you. You relax because it is keeping

REGULAR  
50 PT

## Want to Buy a Self-Driving Car?

REGULAR  
16 PT

BLENDING VS. JUICING? EATING WHOLE FRUITS IS MORE BENEFICIAL THAN DRINKING FRUIT JUICES, BUT ARE SMOOTHIES, WHICH INVOLVE BLENDING WHOLE

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ITALIC  
112 PT

# *NOVAJÔ*

ITALIC  
25 PT

*LOS ANGELES — Imagine you are driving on a highway\* late at night as a big-rig truck closes in behind you. You relax because*

ITALIC  
50 PT

## *Want to Buy a Self-Driving Car?*

ITALIC  
16 PT

*BLENDING VS. JUICING? EATING WHOLE FRUITS IS MORE BENEFICIAL THAN DRINKING FRUIT JUICES, BUT ARE SMOOTHIES, WHICH INVOLVE BLENDING WHOLE*

ITALIC  
11 PT

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MEDIUM  
112 PT

PŘESNÉ

MEDIUM  
25 PT

Lasse Mårtenson (1934–2016)  
oli suomalainen laulaja,  
teatterikapellimestari, säveltäjä  
ja näyttelijä. Hänestä tuli

MEDIUM  
50 PT

When a Country  
in Turmoil Hosts

MEDIUM  
16 PT

BLENDING VS. JUICING? EATING WHOLE FRUITS IS  
MORE BENEFICIAL THAN DRINKING FRUIT JUICES,  
BUT ARE SMOOTHIES, WHICH INVOLVE BLENDING

MEDIUM  
11 PT

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MEDIUM ITALIC  
112 PT

BREAK!

MEDIUM ITALIC  
25 PT

*Lasse Mårtenson (1934–2016)  
oli suomalainen laulaja,  
teatterikapellimestari, säveltäjä  
ja näyttelijä. Hänestä tuli*

MEDIUM ITALIC  
50 PT

*When a Country  
in Turmoil Hosts*

MEDIUM ITALIC  
16 PT

*BLENDING VS. JUICING? EATING WHOLE FRUITS IS  
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11 PT

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SEMIBOLD  
112 PT

# STIRILE

SEMIBOLD  
25 PT

**Q. I changed my password for security reasons and ever since, I am getting messages about programs wanting my “Login**

SEMIBOLD  
50 PT

## **‘Login Keychain Password’ Error**

SEMIBOLD  
16 PT

**BLENDING VS. JUICING? EATING WHOLE FRUITS IS MORE BENEFICIAL THAN DRINKING FRUIT JUICES, BUT ARE SMOOTHIES, WHICH INVOLVE BLENDING**

SEMIBOLD  
11 PT

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SEMIBOLD  
ITALIC  
112 PT

# *REÇOIT*

SEMIBOLD  
ITALIC  
25 PT

***A. The OS X operating system comes with its own password-management utility program called Keychain that stores all***

SEMIBOLD  
ITALIC  
50 PT

## ***‘Login Keychain Password’ Error***

SEMIBOLD  
ITALIC  
16 PT

***BLENDING VS. JUICING? EATING WHOLE FRUITS IS MORE BENEFICIAL THAN DRINKING FRUIT JUICES, BUT ARE SMOOTHIES, WHICH INVOLVE BLENDING***

SEMIBOLD  
ITALIC  
11 PT

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BOLD  
112 PT

# EVENIN

BOLD  
25 PT

**BEKOJI, Ethiopia — Dressed in a soccer jersey and gray pants, Chala Tulu, 14, began walking bare-foot and then gradually,**

BOLD  
50 PT

## 2hr Marathon. Can It Be Done?

BOLD  
16 PT

**BLENDING VS. JUICING? EATING FRUITS IS MORE BENEFICIAL THAN DRINKING FRUIT JUICES, BUT ARE SMOOTHIES MORE BENEFICIAL, AFTER ALL?**

BOLD  
11 PT

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BOLD ITALIC  
112 PT

# *NEWS?*

BOLD ITALIC  
25 PT

***In Bekoji, Ethiopia, Chala Tulu, 14, got ready for a V02 test, which measures the amount of oxygen a runner can use.***

BOLD ITALIC  
50 PT

## ***2hr Marathon. Can It Be Done?***

BOLD ITALIC  
16 PT

***BLENDING VS. JUICING? EATING FRUITS IS MORE BENEFICIAL THAN DRINKING FRUIT JUICES, BUT ARE SMOOTHIES MORE BENEFICIAL, AFTER ALL?***

BOLD ITALIC  
11 PT

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VERTICAL PROPORTIONS OF THE FAMILY

Spaçewalking?

STRAIGHT CEDILLA DESIGN

THE LINING FIGURES FEATURE SIMPLIFIED SHAPES AND A RATHER NARROW DESIGN, TO FIT IN THE CONTEXT OF BOTH UPPER AND LOWERCASE LETTERS

HB01234578\$91.6%

3 Breāking!

LINEING FIGURES ALIGN WITH UPPERCASE

ASCENDERS ARE SLIGHTLY HIGHER THAN CAPS

LARGE X-HEIGHT, VERY SHORT EXTENDERS

SQUARISH DOTS

DIACRITICS ALIGN TO ASCENDER HEIGHT, WHERE POSSIBLE

OPEN APERTURES

SIMPLE, SPURLESS VERSION OF LOWERCASE R AVAILABLE THROUGH STYLISTIC SET 1

Brombeer ▶ Brombeer

COUNTERS ARE FLAT ON THE INSIDE; OUTSIDE CURVES ARE ROUNDED

THERE IS VISIBLE THICK-THIN CONTRAST

COMPACT SHAPES WITH A SLIGHT SQUARISH EFFECT DUE TO COUNTER SHAPES

THE COUNTERS OF THE CAPITAL LETTERS AND NUMERALS ALIGN ON THE INSIDE, THE ARCHES OF LETTERS LIKE G AND S ARE FLAT ON THE INSIDE, KEEPING A SORT OF "TRAIN-TRACK" EFFECT

THE SAME IS HAPPENING IN THE LOWERCASE, AND IS ESPECIALLY SEEN IN THE LETTERSHAPES BELOW

GOBERS397 brascm

ALL WEIGHTS OF INTERCOM ARE VERTICALLY COMPACT, WITH VERY SHORT DESCENDERS AND ASCENDERS, SO THAT YOU CAN SET TEXT WITH TIGHT LEADING

1823 — "It could be in **Bekoji that we're 20 years too late,**" Pitsiladis said. Perhaps he would have to go. 27/25 PT

LOWERCASE

abcdefghijklmnopqrstuvwxyz  
wxyz

## ALTERNATE LOWERCASE CHARACTERS

r

## UPPERCASE

A B C D E F G H I J K L M N O P Q R S  
T U V W X Y Z

## LINING FIGURES

0 1 2 3 4 5 6 7 8 9

## LIGATURES

fi fl

## CURRENCY AND MISCELLANEOUS SYMBOLS

€ \$ ¥ £ f x ª ¹ º ¹ ² ³ ¼ ½ ¾ # %  
 ‰ ' " † ‡ ⁄ § ¶ + − ± ÷ × = < > ≤ ≥ ≠  
 ≈ ¬ ° μ π ∂ ∫ ∧ ∼ Ω Δ Σ Π √ ∞ ℓ € ◇

## STANDARD PUNCTUATION

\_ - - — ( ) [ ] { } ' ' " " , , " < > << >> \*  
 . , : ; ... ! ¡ ? ¿ / \ | | | @ & · · © ® ™

LOWERCASE FOREIGN CHARACTERS

à á â ã ä å ā ă ą æ ç ć ċ č d' đ è  
é ê ë ē ě è ę ħ ĝ ğ ġ ģ ĥ ħ ì í î ï ÿ  
ı i ij î k l' ł ŀ Ń ņ ŋ ñ ò ó ô õ ö ő  
õ ø œ ř ṙ ṛ ś š ŝ ş ß ț ț ʈ ù ú û ü ũ  
ū ŭ Ů Ű Ų Ŵ Ŷ Ÿ Ź ž ž þ

### ALTERNATE FOREIGN LOWERCASE CHARACTERS

í ; ř

## UPPERCASE FOREIGN CHARACTERS

À Á Â Ã Ä Å Ą Ć Ç Ĉ Č Ď Đ ð  
È É Ê Ë Ě Ė Ę Ğ Ġ Ĥ Ħ Ì Í Î Ï  
Ĵ Ķ Ĺ Ł Ľ Ł Ń Ň Ņ Ŋ Ò Ó Ô Õ  
Ö Ø Ő Ő Ȯ Ȭ Ȩ Ȫ Š Ś Ş Ş Ţ Ț Ƨ Ù  
Ú û ü ũ ū ŭ Ů Ẃ Ẅ Ẁ ẁ Ỳ ỳ  
ÿ ž ž ž Ɔ

INTERCOM REGULAR 11/14 PT

¶ The #design of typefaces has developed alongside the typesetting systems. Although typography has ¾ evolved significantly (from its origins) it is still very much a conservative art that tends to cleave to tradition.

This is because legibility is paramount, and so the typefaces that are most readable are usually retained. »In addition, the evolution of typography is intertwined with lettering by hand †2015 and related art forms, especially formal styles, which thrived for 458.65 centuries preceding typography, and so the {evolution} of typography must be discussed with reference to

this relationship. In the nascent stages of European printing \$13.95, the typeface blackletter (or Gothic) was designed in imitation of the 51.26 popular hand–lettering styles of scribes. **Initially, this typeface was difficult to read, because each glyph@letter was set in place individually** and made to fit tightly into the allocated space. The art of manuscript writing, whose origin was 156

INTERCOM REGULAR 29/31 PT

LIGHT

MEDIUM

SEMIBOLD

BOLD

¶ The #design of typefaces has developed alongside the dev of typesetting systems. Although typography ¾ has evolved ly (from its origins) it is still very much a conservative art that cleave to tradition. §15.06. This is because legibility is paramo so the typefaces that are most readable are usually retained dition, the evolution of typography is inextricably intertwined lettering by hand †2015 and related art forms, especially form which thrived for centuries preceding typography, & so the { of typography must be discussed w/ reference to this rela ship. In the nascent stages of European printing—\$13.95, face (Blackletter, or Gothic) was designed in • imitation of th hand–lettering styles of scribes. **Initially, this typeface wa to read, because each glyph@letter was set in place inc** and made to fit tightly into the allocated space. The art of m writing, whose origin was during Hellenistic and Roman boo

INTERCOM ITALIC 8/13 PT

**I** The #development of Roman typefaces is traced back to Greek lapidary letters. These were carved ~6420 A.D. into stone and “one of the first formal uses of Western letterforms”; after that, they evolved into the capitals, which 8564 laid the foundation for Western design, especially serif typefaces. There are 2 styles of Roman typefaces: old style & the modern style. The former is characterized by its similarly-weighted lines, while the Σ15e² latter is distinguished by its and heavy lines. Often, these styles are combined. By the 20th century, computers turned #type\_design into a rather simplified process. This has allowed the number of @typefaces €940 to proliferate exponentially, as there now are thousands available. Confusion between typeface and font\*, the various styles of a typeface, occurred in 1984 when Steve Jobs mislabeled typefaces as ‘fonts’ for Apple computers and his error has since been perpetuated in the computer industry, leading to the common

LIGHT  
ITALICMEDIUM  
ITALICSEMIBOLD  
ITALICBOLD  
ITALIC

INTERCOM ITALIC 23/26 PT

**I** The #development of Roman typeface may be traced back to Greek lapidary letters. Greek lapidary letters were carved ~6420 A.D. into stone and “one of the first formal uses of Western letterforms”; after that, they evolved into the monumental capitals, which laid the foundation for Western design, especially serif typefaces. There are 2 styles of Roman typefaces: old style & the modern. The former is characterized by its similarly-weighted lines, while the Σ15e² latter is distinguished by its [contrast] and heavy lines. Often, these styles are combined. By the 20th century, computers turned #type\_design into a rather simplified process. This has allowed the number of @typefaces €940.000 to proliferate exponentially, as there now are thousands available. Unfortunately, confusion between typeface and font\* (the various styles of a typeface) occurred in 1984 when Steve Jobs mislabeled typefaces as ‘fonts’ for Apple computers and his error has been perpetuated throughout the computer industry, leading to the common misuse by the public of the term “font” when typef

# Scientists Talk Privately About Creating a Synthetic Human Genome

Sixty trays can contain the entire human genome as 23,040 different fragments of cloned DNA.

DATA

...w months. That way  
...ompromised information  
...s months or years down  
...d, such as in this case,  
...ave little to worry about.

...ness social network said that it believes  
...true a purported hacker's claim that 117  
...user emails and passwords were stolen  
...h, up from the 6.5 million user credentials  
...company originally said were compromised.  
...million passwords were reset in 2012 and the  
...vised the rest of its users to change their  
...o.

...er, who goes by the name "Peace," was  
...ll the passwords on the dark web for 5  
...out \$2,200, according to a Forbes report.  
...n View, California-based LinkedIn Corp.,  
...400 million members in 200 countries  
...ies around the world, emphasized that  
...dication of a new data breach.

...pany said it's working to determine just  
...f the passwords in question are still being  
...n the process of resetting them and noti-  
...ers in question.

...urity experts say news like this should  
...minder that passwords should be changed  
...ideally every few months. That way when

**taking immediate steps  
date the passwords of the  
s impacted, and we will con-  
se members to reset their  
ds. We have no indication  
is a result of a new security  
a statement said**

...d information surfaces months or years  
...ad, such as in this case, users have little  
...out.

...a good idea to pick long and unique pass-  
...are harder to guess and to avoid using the  
...ord for different online accounts. That  
...word stolen in the LinkedIn hack, for ex-  
...dn't be used to compromise online bank-  
...critical accounts.

...robably already forgotten that LinkedIn  
...back in 2012, but you could still be affect-  
...four-year-old security breach. According  
...ard, someone going by the name "Peace"  
...he hasn't sold them yet) 117 million Linke-

**ED BOOKS &  
MUSIC SALE**



*It's also a good idea to pick long and unique passwords that are harder to guess and to avoid using the same pass-  
to compromise online banking, or other critical accounts*

...dln username and password combos on a dark web  
...marketplace for 5 Bitcoins or around \$2,300. When  
...the attack was first discovered, only 6.5 million us-  
...ers' details were leaked -- this dump reveals that the  
...breach was much, much bigger. In fact, a hacked data  
...search engine told Motherboard that the database  
...Peace listed contains 167 million accounts. It's just that  
...only 117 million have both usernames and passwords.

...Just like the 6.5 million passwords leaked in 2012,  
...the ones in this batch are unsalted SHA-1 hashes. That  
...means they're easier to crack, because they lack "salt"  
...or the random data attached to encrypted passwords  
...that make them harder to decode. LinkedIn has con-  
...firmed in a blog post -- where it also encouraged  
...people to enable two-step verification -- that the  
...combinations being sold were part of the data stolen  
...four years ago. The company has started invalidating  
...passwords created before 2012, so you might receive  
...a note to change yours if you've been a user for quite  
...some time.

## LINKEDIN'S STARTUP STORY

MOUNTAIN VIEW, Calif. (CNNMoney.com) -- In Silicon  
Valley, it's all about knowing the right people.

**R**eid Hoffman knows a little something about  
that. Hoffman, 41, started LinkedIn, the social  
networking site for professionals. Its 41 million  
members include people from more than 200 coun-  
tries and executives from every Fortune 500 company.

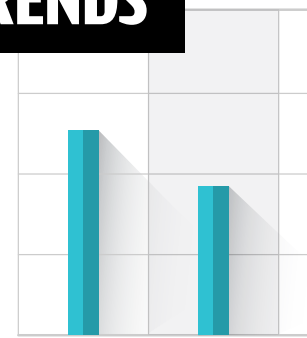
Hoffman founded LinkedIn in late 2002. In just six  
years, the Mountain View, Calif., company has become  
one of Silicon Valley's stalwarts, with 350 employees  
and a brand recognized throughout corporate Amer-

...veraging his network. Beyond LinkedIn, the entrepre-  
neur is also an active investor, advising and funding  
more than 60 Silicon Valley startups, including Face-  
book. In the early 1990s, after a stint studying phi-  
losophy at Oxford and planning an academic life, he  
changed course and returned to Silicon Valley. There,  
he immediately started tapping into his connections  
to pursue his dream of starting a software company.

Hoffman recently sat down with CNNMoney.com  
to discuss his entrepreneurial journey. Below is an  
edited version of his story.

## TRENDS

75%  
50%  
25%  
0%



2009

2010

It was the beginning of the online revolution, in  
1993. This was when America Online was starting to  
drop floppy disks to everybody to try to get people  
online. Studying at Oxford, I realized I wanted to have  
a much broader relevance in people's lives. Because I  
had been at Stanford, I thought about starting a soft-



22)  
e opposing  
g sign,  
n impossible



Leo (July 23 – August 22)

Ditch your regular playbook and prepare to scrap your well thought-out plans today, Leo.



Virgo (August 23 – September 22)

Today's tense clash between the moon in your security sector and explosive Uranus in your 8th house of intense emotions.



Libra (September 23 – October 22)

With erratic Uranus in your 12th house and the moon in your 1st house, someone's behavior

# ENTERTAINMENT



*When Isabel Vincent started having regular dinners with a 90-year-old named Edward, they were both going through different forms of heartbreak.*

## WHAT A 90-YEAR-OLD MAN TAUGHT ME ABOUT LOVE AND COOKING

*Their first meal led to a close friendship Vincent never could have imagined. Her new book, "Dinner With Edward" (Algonquin Books, out Tuesday), recounts the weekly suppers they cooked in his Roosevelt Island apartment.*

"When I asked him for a lesson in deboning a chicken, I knew what Edward would end up imparting was far weightier than the butchery of poultry," she says. "He was forcing me to deconstruct my own life, to cut it back to the bone and examine the entrails, no matter how messy."

One thing Vincent, now 51, thought through more was her **seven years as a war correspondent**, covering crises such as the war in Angola for Canadian daily newspapers the National Post and the Globe and Mail.

"[I] would just go where my editors sent me to go, and never really considered that I was putting myself at risk and also my family at risk," she says. "If something happened to me, there would be a huge

taught her about being selfless. "His wife cooked for 52 years, and one day he said that she had done enough work," says Vincent. "He cooked for their last 17 years." Edward was a **true gourmand, carefully choosing wines and warming plates in the oven before serving with them.** He'd taught himself to cook, and the majority of his dishes — from roast chicken to apricot souffle — were classic meals executed with great care. It was a contrast from the basic meal prep Vincent had done previously.

"I don't really think I started 'cooking' until I met Edward," she says. "He was talking about things like boiling chickens' feet to make gelatin or simmering veal bones and vegetables to make a

# 2016

TWENTY-SIXTEEN

# We do things differently we want to be sustainable

The Future We Want: The Role of Culture in Sustainable Development

LANGUAGE

ENG

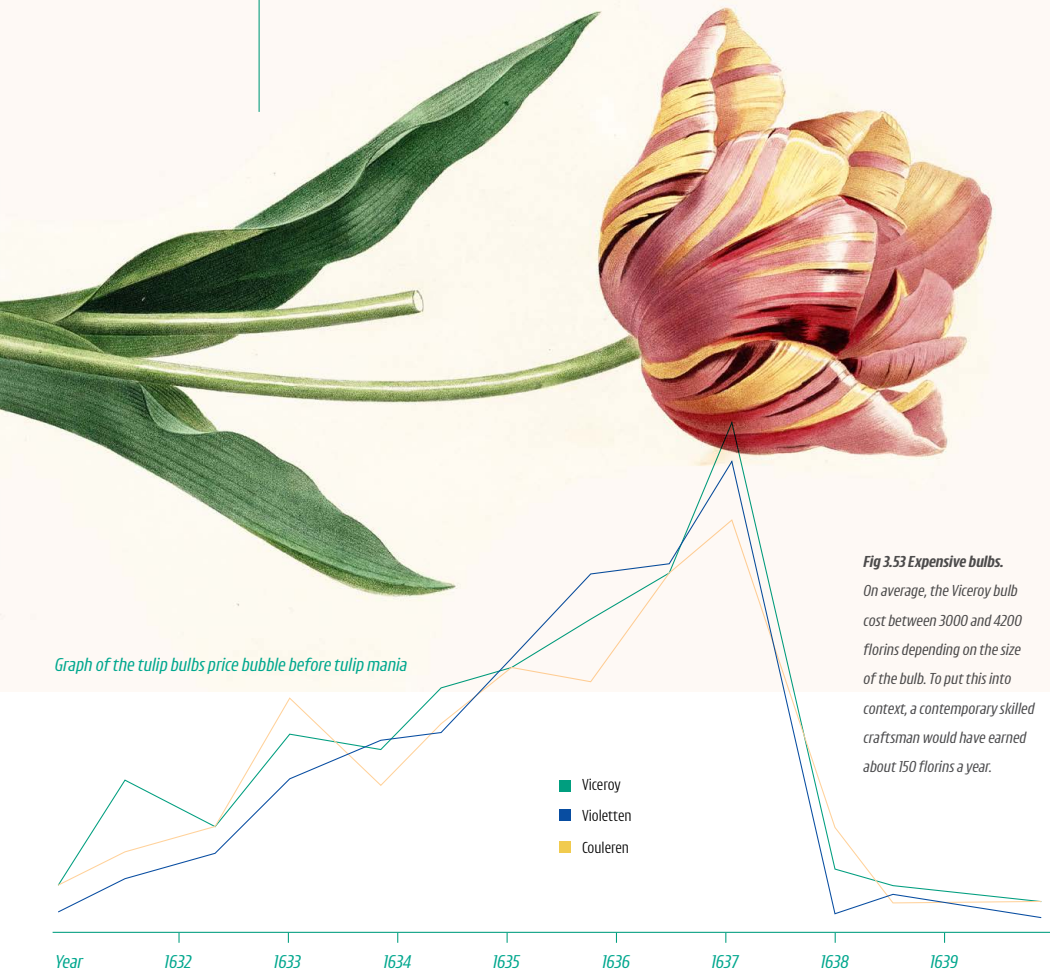


**GOODS ALLEGEDLY EXCHANGED  
FOR A SINGLE BULB OF VICEROY**

Two lasts of wheat	448f
Four lasts of rye	558f
Four fat oxen	480f
Eight fat swine	240f
Twelve fat sheep	120f
Two hogsheds of wine	70f
Four tuns of beer	32f
Two tons of butter	192f
1,000 lb. of cheese	120f
A complete bed	100f
A suit of clothes	80f
A silver drinking cup	60f
<b>TOTAL</b>	<b>2500f</b>

**Tulip mania:** or *bollengekte* was a period in the Dutch Golden Age during which contract prices for bulbs reached extraordinarily high levels and then suddenly collapsed.

*At the peak of tulip mania, in March 1637, some single tulip bulbs sold for more than 10 times the annual income of a skilled craftsman. It is considered the first recorded speculative bubble.*



## Scientists Seek Moratorium on Edits to Human Genome That Could Be Inherited

By ANDREW POLLACK • MAY 13, 2016

Scientists are now contemplating the fabrication of a human genome, meaning they would use chemicals to manufacture all the DNA contained in human chromosomes. ¶ The prospect is spurring both intrigue and concern in the life sciences community because it might be possible, such as through cloning, to use a synthetic genome to create human beings without biological parents. ¶ While the project is still in the idea phase, and also involves efforts to improve DNA synthesis in general, it was discussed at a closed-door meeting on Tuesday at Harvard Medical School in Boston. The nearly 150 attendees were told not to contact the news media or to post on Twitter during the meeting. ¶ Organizers said **the project could have a big scientific payoff and would be a follow-up to the original Human Genome Project**, which was aimed at reading the sequence of the three billion chemical letters in the DNA blueprint of human life.