

THE
HOUGANG
TYPE

For my zine, I wanted to focus on how we often neglect the small but beautiful things, especially like the type in our own neighbourhoods.



INTRO

ABOUT

Hougang is a planning area and residential town located in the North-East Region of Singapore. It is regarded as a part of the “heartlands” of Singapore. Being a distance away from the Central Area, it was designed with enough amenities to be partially self-sufficient.

H/STORY

The name Hougang comes from the pinyin version of Aū-káng, a Hokkien and Teochew name for “river end”.

As Hougang was located at the back of Sungei Serangoon, it was how it got its name. This also reflects the heritage of the region being mostly inhabited by Chinese Teochew residents in the past.

PRESENT

Today, Hougang is the most populated area in the North-East Region, home to over 220,000 residents.



RESEARCH

SURVEY

In order to get a better understanding and concrete statistics on what people thought about typography in neighbourhoods, I sent out a survey to 40 people and here are the results!

62%

Among those surveyed admitted
that they barely took notice of the
neighbourhood they lived in.



28%

Out of those who actually bothered to open their eyes in their neighbourhoods, have actually noticed the typography in their neighbourhoods.

Pretty sad.



79%

Never
See

13%

Lame
Af

43%

Ya
Basic

79%

Pretty
Decent

6%

Dayum
Aesthetic

73%

Have been to Hougang.



78%

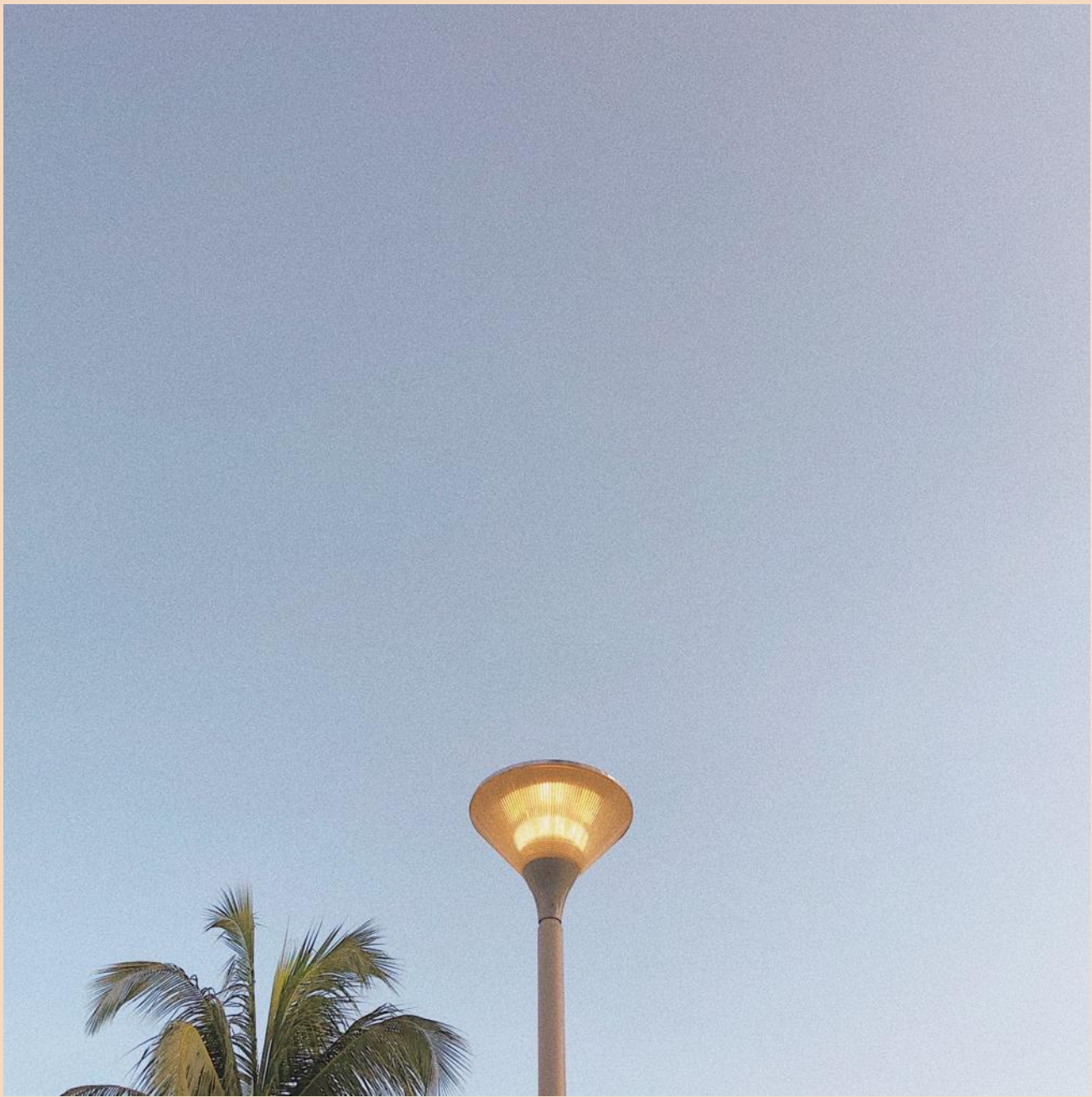
Of them however, have not noticed the
typography in Hougang.

88%

Surprisingly, despite their ignorance to the type
in their own neighbourhood, would indeed like
to see the type in Hougang!



This calls for a celebration!!



CONCEPT



ART DIRECTION

MOODBOARD



PHOTOS



PHOTOS



PHOTOS





END

<https://en.wikipedia.org/wiki/Hougang>
https://www.streetdirectory.com/asia_travel/travel/travel_main.php?zonename=Hougang
<https://www.myexclusivecondo.com/buyer-seller-must-know/hougang-a-short-history/>