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How to change your business plan

**Company:** Playtype  
**Location:** Copenhagen  
**Founded:** 2010  
**Typefaces for sale:** more than 400  
**Clients include:** the Danish police and Royal Danish Theatre  
**Most popular original font:** Q

A traditional shopfront can be an excellent selling place, even for products that are not normally associated with ricks-and-mortar retail. That’s especially true when you are working out how to get your product in front of people and make your mark.

This was the thinking that inspired the launch of Playtype, a concept store in Vesterbro, Copenhagen. The space initially opened as a pop-up to showcase the new online type foundry launched by the branding and design agency E-Types.

“The vision was to take typefaces to street level, creating a lifestyle brand and making typefaces sexy,” says co-founder Rasmus Ibfelt, who started Playtype along with Jonas Hecksher (*pictured, top*) and three other partners.

What began as an attempt to get people excited about typography turned into a pioneering type foundry and

concept store for the long term. “We needed a clever idea that could get people’s attention,” says Ibfelt. “So instead of using our budget on traditional advertising we used the money to buy a physical store.”

The website Playtype created now offers more than 400 fonts for purchase, each one revealing at best a slice of design history and at least an interesting yarn. The Berlingske font, for one, consists of almost 500,000 characters and was designed for Denmark’s newspaper of the same name.

The shop soon took on a life of its own. It has become a must-visit for typology types but also functions as a showcase for the work of its parent design agency. The interest of window-shoppers, tourists and design students is piqued by the eye-catching window displays. Take-homes include coffee mugs, laptop sleeves, posters, notebooks and clothing, which create a healthy new revenue stream. It is a simple idea done well.

“You need to do something unique. There’s so much noise out there,” says Ibfelt. “In a world where more and more things are decided because of data, business plans, marketing analysis or CFO visions, leave room for the unexpected. Be brave enough to start a new journey. Sometimes you have to reinvent yourself.” — (M)

