Annabel Furton

Project 2 Proposal – Research Website

What is Frutiger Aero, and why does it resonate with my generation?

For this project, I'd like to research "Frutiger Aero," a design aesthetic from the 2000s-2010s that has been more recently appreciated by Gen Z. This aesthetic consists of clean designs featuring shades of blues, gradients, curved edges, and water and tropical fish blended with internet motifs. It originated from the Windows Vista "Aero" interface and was influenced by many early 2000s design interfaces, including Nintendo. I will explore what the name means, where it came from, and its general history while also connecting it back to today's fascination with it.

I believe researching and exploring this design aesthetic will also create an opportunity for me to make a fun and creative website. For my design, I'd like to incorporate features of the Frutiger Aero aesthetic, especially the colors and smooth, curved edges. This will also include gradients, bubbles, Frutiger fonts, and glossy textures. It should capture the aesthetic and nostalgic feel while also sharing information on the topic.

https://aesthetics.fandom.com/wiki/Frutiger_Aero

https://www.dazeddigital.com/life-culture/article/58103/1/what-is-frutiger-aero-aesthetic-tiktok-msn-messenger-windows-vista-noughties

https://en.wikipedia.org/wiki/Frutiger_Aero