POPHICE 2024 GRAPHICS Conference Program





Typographics is a design festival for people **who use type.**

The annual event series, now in its 10th year, is focused on contemporary typography and where its future may lie. Events are planned throughout June, 2024, in New York City and online.

CONFERENCE SCHEDULE

Typographics is a wide-ranging festival with many activities to enjoy, both in person and online, paid and free of charge. Here is an overview of everything.

Dates and times below are listed in the time zone for NYC (EDT/UTC-4).

12 JUNE	10:00-17:00 12:30-14:30	Workshops & Tours Public lecture with Veronica Burian and José Scaglione : Primarium, a global view on handwriting education
13 JUNE	All day 10:00-17:00	TypeLab streaming events Workshops & Tours
14 JUNE	10:00-17:00	Workshops & Tours
15 JUNE	All day 10:00-17:00	TypeLab in-person and streaming events Workshops & Tours
16 JUNE	08:30 10:00-17:00 10:00 10:15 10:40	Conference check-in and breakfast Typographics Book Fair Conference welcome remarks Jonathan Barnbrook: Designing Bowie Lavinia Lascaris: Typography and Language in Exhibition Design

16
JUNE
(continued)

11:25	Break
12:10	Ximena Amaya : Typographic Emergencies:
	Imagining through Letterforms
12:35	Craig Ward : On Process and Perseverance
13:00	Lunch break
15:15	Muk Monsalve : Two to Tango
15:40	David Jon Walker : A Typographic Evolution
16:00	Break
16:05	Suzy Chan: Typography, Language, and
	Cultural Narrative
17:05	Inês Ayer : Call to Action: Unlocking
	Advocacy Through Type
17:30	Rob Stenson : A Font is a Percussion
	Instrument: Animating Letters with Sound,
	Animating Sound with Letters
18:00	End of conference presentations for the day
21:00	Cocktail reception

17 JUNE

08:30	Conference check-in and breakfast
10:00-17:00	Typographics Book Fair
10:15	Eddie Opara : Regenerative Narrative(s)
10:40	Gabriela Namie : Humming in UPPERCASE
11:05	Ben Grandgenett : Issues
11:25	Break
12:10	Ying Chang: Flowing in Letters: A Constant
	Pursuit of Tranquility
12:35	Faride Mereb : Transformed by the Tropics:
	Migration and Visual Cues in Venezuelan
	Design

17 JUNE (continued)	15:15	Beatriz Lozano : The Dimensionality of Type: Reimaging Letterforms through
		Technology
	15:40	Tasheka Arceneaux-Sutton : A Historical
		Survey of Typography by Black People in
		America
	16:00	Break
	16:05	Pascal Zoghbi : Arabic Bold Nr.49
	17:05	L.A. Corrall : Typography and Storytelling
	17:30	Sagi Haviv : Type as Icon
	18:00	End of conference presentations

18 JUNE	09:00-17:00 10:00-17:00	Workshops & Tours Typographics Book Fair
19 JUNE	10:00-17:00	Workshops & Tours
20 JUNE	All day 10:00-17:00	TypeLab streaming events Workshops & Tours
21 JUNE	10:00-17:00	Workshops & Tours

Schedule specifics are subject to change. Additional details will be announced over the coming weeks, with more info on individual events and schedule specifics. For updates and announcements follow Typographics on Mastodon, Twitter, and Instagram.



Python For Graphic Designers

Code is a great way to generate and explore ideas in design. Participants in this workshop will learn the basics of writing in Python, a popular and powerful programming language, working in the free and userfriendly application DrawBot for the Macintosh operating system.

DATE: June 12-13, 2024 TIME: 10am-5pm PRICE: \$535

Library Show & Tell

In this remote event, Tobias Frere-Jones, along with Nina Stössinger and Fred Shallcrass. will offer a tour of Tobias's extensive library of type specimens and ephemera at Frere-Jones Type, collected over the course of Tobias's design career

DATE: June 12, 2024 TIME: 5-6pm PRICE: Free

Tour: Made In Japan

Poster House is thrilled to present an afternoon exploring the lettering and type design of our acclaimed exhibition, Made in Japan: 20th-Century Poster Art. This event is co-presented by Typographics Festival.

DATE: June 21, 2024 TIME: 6-7pm **PRICE: Free**

Lettering Tricks and Techniques

Sharpen your lettering skills with this in-depth two-day workshop chock-full of profitable drawing strategies. With over 25 years of experience, Ken Barber of sure-fire recipes for producing effective and eye-catching

DATE: June 22-23, 2024 TIME: 10am-5pm PRICE: \$535

Evidence-based typeface design

Learning how to evaluate type qualities through the experimental method will help you back your design proposals with empirical findings, make the most out of clients/users' feedback and ultimately produce more reliable designs.

DATE: June 14, 2024 TIME: 10am-5pm PRICE: \$270

Ask XYZ

Ben Kiel and Jesse Ragan -partners in XYZ Type- will virtually open their studios to answer your questions about typeface design and their practice. They will also show intheir book collections.

DATE: June 21, 2024 TIME: 2-3pm PRICE: Free

WORKSHOPS In-person attendees of the main Typographics conference can get a 10% discount on these workshops.

The Typographics festival includes a variety of workshops and local tours covering everything from hand lettering to creative coding.

Workshops and tours take place in person in NYC unless noted otherwise.

Schedules are listed in NYC time (EDT/UTC-4).

Green-Wood Cemetery Tour

Tour: Black Power

Branding the Black

to Black People:

Panther Party

Poster House is thrilled to

of our acclaimed exhibition.

Black Power to Black People:

Party. This event is co-presented by Typographics Festival.

Branding the Black Panther

DATE: June 14, 2024

Teaching Type on

As new technologies emerge,

foundational concepts. While

overview of web typography

workshop. No experience with

HTML/CSS is required.

TIME: 10am-5pm

PRICE: \$535

DATE: June 19-20, 2024

More workshops are

take place between

June 12-22, and will

be announced over

the coming weeks.

being planned to

geared towards educators,

are challenged to balance

TIME: 6-7pm

PRICE: Free

the Web

Walking through a cemetery for fun may sound strange to some, but for those of us who are interested in lettering it's like going to a museum. On this walk we will focus on finding 18th & 19th century ornamented lettering... join us for more!

DATE: June 14, 2024 TIME: 6-7pm **PRICE: Free**

Lettering Intensive

From the elegance of copperplate engraving to the punch of robust Fat Face fonts. the Modern letter continues to be extremely useful in contemporary advertising and design. In this workshop, students will learn how to customize hand-drawn Modern letterforms and exploit their versatility for different uses.

DATE: June 20-21, 2024 TIME: 10am-5pm PRICE: \$535

Digital Lettering Effects

Could MTV's Pimp My Ride act as a blueprint for drawing a dynamic piece of lettering? With cars as with drawing, a solid foundation ensures that the whole vehicle hums along harmoniously. A little bling goes a long way towards drafting souped-up, high-gloss letters that are sure to turn heads.

DATE: June 20-21, 2023 TIME: 10am-5pm PRICE: \$400

Walking Tour: Brooklyn Letters/ Fort Greene

For updates and announcements,

and Instagram.

follow Typographics

on Mastodon. Twitter.

Join Alexander Tochilovsky on a guided walking tour through parts of Brooklyn. The path winds through the Fort Greene adjacent Clinton Hill area. Along the way, you will encounter all

DATE: June 18, 2024 TIME: 4-6pm PRICE: Free

Curator's tour of the Herb Lubalin **Study Center**

Study Center is a treasurefilled archive of graphic design ephemera by influential designers such as Herb Lubalin, Paul Rand, and many others. Tochilovsky for a presentation of selected materials and a the collection.

DATE: June 20, 2024 TIME: 6-7:30pm PRICE: \$28.00



TYPELAB

The TypeLab at Typographics 2024 will host a series of informal workshops, demos, interviews, experiments, and more.

TypeLab is an informal, multi-day, typographic hackathon coordinated by Petr van Blokland to complement to the main Typographics conference and workshops. Like the original TypeLab events in the 1990s, it is a place for people to meet and talk about type and design with an informal structure that allows more spontaneity and interaction than typical mainstage conference events.

This year's TypeLab will be a hybrid schedule, with a combination of in-person events in New York and online events around the globe, with hosts and participants livestreaming on three parallel channels over three separate days.

Starts Tuesday, June 13, at 12:00 and ends Wednesday, June 14, at 11:59
Times are shown in your current time zone (AEDT/UTC+10)

13:00-13:30	Opening and Breakfast Hangout with Sirin Gunkloy, Jo Malinis,
	Yingtong Tan, Salomi Desai, Namrata Goyal
13:30-14:00	Designing Ways of Teaching and Learning Typography as a System
	with Vikas Kailankaje & Gideon Kong
14:00-14:30	LEGURAS: Letras y Figuras Typeface Depicting the Cultural
	Practices in the Philippines with Renzel Perey
14:30-15:00	How to Make a Podcast Program on Typography for Over
	Seven Years with Eric Liu
15:00-15:30	Tamil type specimens from Chennai City with Prapanja Nandkumar
15:30-16:00	Fight For Kindness x TypeCampus with Shrishti Vajpai
17:00-17:30	Sticker Carnatica: The vinyl stickers of Bangalore with Rohan
	Parameshwar
17:30-18:00	Street Type Archive - India & Beyond with Aashim Tyagi
18:30-19:00	3 Things I Learnt after I graduated from Design School. with Manav
	Dhiman
19:00-19:30	Translating type and lettering: a Comic localization project with
	Roland Hüse
19:30-20:00	Peppertown Types with Prajwal Xavier
20:00-20:15	Calligraphy Demo with Prajwal Xavier
21:00-22:30	Morisawa Inc.: Learning the origin of kana characters with drawings
	of 46 hiragana characters [movie from TypeLab 2020]
22:30-23:00	Emotion x Type with Pragun Agarwal
23:00-23:30	Using 3D to make dynamic typography exuding style and
	fluidity with Aarman Roy



01:30-02:00	Anthea, Research & WIP with Mel Barat Bours
02:00-02:30	Creating small posters and cover arts using Al with Aashish Arora
02:30-03:00	Why I'm Writing a Book about a Dead Machine with Doug Wilson
03:00-03:30	Hands-free Designs with Frida Medrano
03:30-04:00	Lettering on Vintage Teletype Punch Tape with Ben Zotto
05:00-05:30	Exploraciones con Variable Fonts: Cómo utilizarlas, o no with
	Matías Fernández Di Iorio
05:30-06:00	Mapping Typography with Scott Kellum
06:00-06:30	Floral type + CODE with Yeohyun Ahn
06:30-07:00	The Inspiration Behind My Typefaces with Donald Tarallo

EUROPE

20:30-21:00	A walking tour of Tipoteca Italiana with Bill Moran & Dan Rhatigan
21:00-21:30	Preserving Syrian Design History and Graphics in the Arab World:
	The Syrian Design Archive with Kinda Ghannoum
21:30-22:00	Digital Cuneiform—between type design, science, programming, and
	Unicode with Roman Wilhelm
22:00-22:30	Monasterio — Musings in Retrospective with Habib Placencia Adissi
22:30-23:00	Exploratory experiments in brain activity and eye movement with
	Maarten Renckens
23:00-23:30	Localized Typefaces for North American Indigenous Languages with
	Kevin King & Hector Mangas Afonso
00:00-02:30	Type&Media graduation projects with Erik van Blokland
03:00-04:00	Drawing workshop: Exploring the beauty of italics with Anna Khorash
04:00-05:00	Lettering in Clay: Live Action Demo with Karolina Lach
05:00-05:30	Protest scribes with Shaqa Bovand
05:30-06:00	Script Lettering Overview with Maria Montes
06:00-06:30	Talking about Type: CEDARS+ with Nadine Chahine
06:30-07:00	The motive of "dancing" letterforms in the context of abstract and
	concrete typography with Viktor Zumegen

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