

TYPO Berlin 2017

New format, prominent speakers

TYPO Berlin – taking place from 25 to 27 May, 2017 under the motto »wanderlust« – starts with a new format named »Brand Talks«. The keynote speech will be held by British brand designer Michael Johnson who, like several other prominent speakers, already confirmed his participation in the international design conference. Those who do not want to miss out on this can still benefit from early-bird registration, available until 31 December.

Berlin, 15 December, 2016 – With its new »Brand Talks« sessions, [TYPO 2017](#) brings brands and agencies together on one stage for the first time in the 22-year history of the conference. While design studios and agencies are the traditional target audience of the Berlin event branding, brand management and communication have become integral parts of it – today more than ever, because the principle of one-way advertising scattered to a mass audience does not work anymore in the digital world. Nowadays successful brands communicate on an interactive and open basis. On the second conference day, the »Brand Talks« will present twelve agency/company teams who explain how this works in 30-minute slots.

»Since its start in 1995, TYPO has always been interdisciplinary. We are not a conference for specialists, but for generalists in the field of visual communication«, underlines Jürgen Siebert, programme director of TYPO Berlin 2017. The conference is organized and mounted once again by [Monotype GmbH](#) and dedicated this year, under the motto »wanderlust«, to the diversions of our time: digital communication, mobility, virtualization.

Michael Johnson, co-founder and managing director of the London-based agency Johnson Banks, will hold the keynote speech that opens the »Brand Talks«. He developed the branding for Think London and many other brands and is a renowned identity consultant. His book »Branding: In Five and a Half Steps« was published in September this year. Already in 2013, he thrilled the TYPO audience with a mix of lecture and concert.

In its main programme, TYPO also features big names. **Erik Spiekermann** will be on stage again this year – not as emcee though, but as a speaker. The art historian, information architect, font designer and author has gained international renown with his work for Nokia, Bosch, VW, Deutsche Bahn and many other brands. At TYPO, he will take the conference theme to heart and talk about how he has wandered back and forth between the digital world and the analogue world since 1984, in order to constantly win something new out of it.

Dominic Wilcox is a newcomer to the list of renowned speakers. What the London inventor and designer has to say about this year's motto »wanderlust« will fascinate the visitors. After all, his most famous products include GPS sneakers which automatically lead the wearer home and a self-driving car as the sleeping car of the future. The Brazilian designer

Rejane dal Bello is known for her bold, colourful and strongly typographical works. At TYPO, she presents her latest project »Earth Art« which conveys the beauty of our planet with the help of Google Earth.

At the TYPO show stage, the Berlin office **EPS51** explains how to manage bilingual text design (English, Arabic) in an attractive and reader-friendly way. »Design Matters«, the successful podcast by **Debbie Millman**, presents designers and entrepreneurs and how they found their vocation. **Ishan Kosla** will offer conference visitors an insight into the Indian world of typography. After 12 years in the US, the Indian returned to his homeland where he works on an Indian design language. **Jonathan Ford** is famous for his provocative lectures that go far beyond the usual status quo. The winner of renowned awards (Cannes Lions, DBA Designs Effectiveness Awards) and founder of the agency pearlfisher is committed to the development of brands and the role that design and innovation have in this process.

Early-bird registration is possible until 31 December. Professionals pay just €399 (plus VAT), saving €150. Students can get tickets for €199 (incl. VAT). On top of that, there are attractive group discounts for professionals and students (for 5 or 10 people, respectively).

For more information, follow TYPO Berlin on [Twitter](#) (@typoBER) or subscribe to the TYPO newsletter.

Journalists can apply for press credentials for TYPO Berlin beginning immediately at [our website](#). Press registration closes on 15 April, 2017. Press credentials will be issued only to journalists covering the TYPO Berlin for recognized outlets. Please attach verification of this to your application for accreditation.

Photo material is available for download via:

<http://www.tygotalks.com/berlin/2017/press/?icl-en>

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