

## TYPO Berlin 2017

### The hot spot for designers, brands and agencies

The programme for the 22nd TYPO Berlin is set. From May 25 – 27, 2017, TYPO »wanderlust« will present more than 60 lectures, workshops and marketing and typography discussions on up to five stages at Berlin's House of World Cultures. Seventy percent of the tickets have already been sold; the early-bird discount is only available until February 28.

**Berlin, February 20, 2017.** – As it has in years past, [TYPO 2017](#) will once again provide a source of inspiration and ideas for designers and media and marketing experts. For instance, there's London designer *Michael Johnson* (Johnson Banks) who elucidates the newest from the brand metropolis in »Five and a Half Steps«. Dutch adman *Erik Kessels* (KesselsKramer), known for bringing humour to campaigns and presentations, will discuss the art of failing. Using various examples, he'll show how to draw ideas from mistakes, and successfully spin misfortune.

### New programme segment »Brand Talks«

On the second day of TYPO Berlin, the new programme segment »Brand Talks« will bring brands and agencies together onstage for the first time. German and international branding agencies have announced their attendance, including well-known names like Strichpunkt, KMS Team, Mutabor, Fuenfwerken, Jung von Matt, Olapic and Pentagram. They'll appear onstage together with their clients – including MasterCard, DFL, Prinz von Hessen and Pantone – and provide exclusive insights into current campaigns for re-branding or new visual identities.

### Workshop programme and highlights

Daily workshops at this 22<sup>nd</sup> edition of the international design conference will provide the practical counterpoint to the programme of lectures. The workshops are two hours long and attendance is included in the ticket price (although slots are limited), giving conference attendees the chance to nose around in various disciplines. For instance, TYPO speaker and calligraphy expert *Aoi Yamaguchi* will provide an introduction into Japanese lettering. Graphic designer *Chris Campe* (All Things Letters) will give a course in hand lettering and calligrapher *Andreas Frohloff* (Monotype) will demonstrate the use of broad-nib pens. Illustrator *Eva-Lotta Lamm*, who previously fired enthusiasm for sketchnotes among TYPO visitors, will do so again in 2017. Some old friends will also be on hand: Type cooks *Erik van Blokland* and *Paul van der Laan*, who'll make experienced type designers break out in sweat with the intricate tasks they set. A day later, the results will be presented to the public on the TYPO stage.

### The big finale – TYPO Night on May 27

As always, TYPO wraps up on Saturday with a big »get together« at an unusual Berlin venue. This time the party's on at the Haubentaucher swimming club. Non-conference participants are also invited to the networking event with TYPO speakers, moderators and crew. Tickets for Friends are available at the box office on the night.

»Since it began in 1995 with about 1500 participants, TYPO has grown into one of the most important creative events in the world«, says Jürgen Siebert, TYPO Berlin programme director, with obvious satisfaction. Once again in 2017, the conference is organised and mounted by [Monotype GmbH](#).

### **70 percent of available tickets are already sold – ensure your spot quickly**

The last early-bird tickets are on sale until February 28. Early-bird registrants get a 100 euro discount on the TYPO ticket, which includes all presentations and workshops, as well as free coffee during breaks, and two lunch buffets.

Registered visitors can use the MyTypo function to put together an individually tailored schedule for the conference. To help visitors choose, every event in each of the five spaces is labelled in one of five categories – creation, innovation, typography, reflection and know-how. It may also be helpful to note the language of the presentation (DE or EN), although once again this year, there will be simultaneous interpreters for all events in the two large halls.

### **Important note for journalists: You must register!**

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

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

### **Pictures and press materials are available for download here:**

<http://www.tygotalks.com/berlin/2017/press/>

### **For the complete programme, click here:**

<http://www.tygotalks.com/berlin/2017/schedule/>

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