

TYPO Berlin 2018

TYPO press release

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Design in digital transformation

TYPO Berlin 2018, in its 23rd year, will run from May 17 - 19, 2018. This year's theme is »Trigger« and one of Europe's largest conferences for visual communications will be dedicated to the causes and challenges of the digital revolution. Well-known experts will gather in Berlin's House of World Cultures, to discuss the critical role the design industry plays in the ongoing digital transformation. Early Bird tickets are available until December 31.

Berlin, November 17, 2017. With more than 1600 visitors and 60 speakers from all over the world, [TYPO Berlin](#) in May of next year will once again re-affirm its role as one of Europe's most important trade conference for visual communications. And once again in 2018, conference organiser Monotype will welcome renowned international speakers to Berlin's House of World Cultures. On five stages, presenters will shed light on the changing economics of the creative industries. They will also examine the impact of digital transformation on society. Workshops will provide both inspiration and practical suggestions.

After the resounding success of the Brand Talks at the last conference, the quick-fire talk format will be continued at the forthcoming TYPO Berlin. At 30-minute intervals large-scale brands and agencies will take to the stage together to talk about how digital branding works today, and which factors can have a decisive influence on the success or failure of brand management.

»The radical changes that digitisation brings are the talk of every sector of the economy. Catchwords like ›AI first‹ and ›big data‹, but also ›retreat‹ and ›no Internet‹ initiatives are driving the discussion. The resulting changes in communication will bring a great number of new opportunities«, says conference director Jürgen Siebert about the concept of this year's theme »Trigger«.

Well-established speakers and new faces

Digitisation will be on the minds of both the speakers and visitors to TYPO Berlin. For three days, they will talk about how creatives react to, and deal with, the resulting changes. Among other topics, the focus will be on the role of design in the future. The first speakers have already been lined up, and include experts such as *Jonathan Key*, designer, writer, and art director for the arts and culture magazine »The Tenth«; *Elizabeth Carey Smith*, type designer and board member of the Type Directors Club; and *Toshi Omagari*, type designer at Monotype in London.

Chris Campe, founder of the design office All Things Letters, will talk about her latest projects at TYPO Berlin. And typographer and designer *Gerd Fleischmann* is also once again among the speakers. His presentation »Schwitters: Theses«, part two of the TYPO Bauhaus trilogy, will use a typographer's viewpoint to share his ten-point doctrine for design, celebrated for many decades. The team from Holland's *Underware* will be presenting at TYPO Berlin again this year, as well.

Stimulating workshops will provide a look at best practices

Petra Dočekalová will again host one of the tried-and-true practical workshops. She has been part of the Briefcase type foundry team since 2013, and is a member of Fontexperts. She is passionate about editorial projects. She recently wrote a book about Jaroslav Benda and his typefaces.

Iranian-born artist *Golnar Kat Rahmani*, art director of »Encounter« magazine, which is published in English, German, Arabic, and Farsi, will explore her day-to-day work at Katrahmani Studio, her design office specialising in Persian and Arabic typography. Meanwhile, freelance creative and process manager *Alejandro Masferrer*, consults with agencies and brands, and created the brainstorming tool for creatives that carries a name perfectly suited to this year's TYPO – »Triggers«.

Early Bird discount until December 31

Just as in previous years, the TYPO season begins with an early-bird registration phase, available until **December 31**. [Tickets](#) for professionals are available for € 399 (plus VAT), students can get tickets for €199 (incl. VAT). On top of that, there are also 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 April 15, 2018**. Press credentials will be issued only to journalists covering TYPO Labs for recognized outlets. Please attach verification of this to your application for accreditation.

Pictures and press materials are available for download here:

<https://www.typtalks.com/berlin/2018/press/>

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