

### TYPO Berlin 2018

TYPO Press release

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#### **Top managers, brand icons, and the pope of logos at TYPO Berlin 2018**

**Under this year's motto "Trigger", TYPO Berlin will once again bring together prominent speakers on a total of five stages from May 17 – 19. In the Brand Talks section, leading agencies and strong brands will provide insight into digital branding and integrated brand presentation. US design star Aaron Draplin will give a presentation and lead a workshop.**

**Berlin, January 30, 2018.** The Brand Talks segment made its debut at the last [TYPO Berlin](#) with great success. So, TYPO organizer [Monotype](#) is sending the Brand Days discussion format on tour. It will be in Cologne on February 23 and London on March 1. The second round of the Brand Talks at TYPO 2018 will once again feature current case studies, high-end brands and agencies and, this time, will be seen on more stages.

#### **Volkswagen, Persil and other industry leaders onstage**

At the core of Brand Talks are 12 consecutive presentations on the second day of TYPO in the auditorium at the House of World Cultures. They consist of six hours of concentrated transfer of knowledge, with presentations at half-hour intervals. In addition to agencies seen last year (Interbrand, Strichpunkt, Mutabor, KMS Team) MetaDesign, diesdas.digital and wirDesign will take to the stage for the first time, with their clients E.ON, Zukunftsfonds and comdirect. The final presentation will come from Johann Jungwirth, the chief digital officer of Volkswagen. He will give his speech on "Human Thinking and Digital Transformation" in the large hall at TYPO to an audience of 1100.

There will also be branding presentations on the day before and the day after the main event. In the TYPO Hall, two creatives from the Peter Schmidt Group will talk about the internationalisation of German cult brand Persil ("You know what you've got"). The innovative laundry detergent manufacturer has been a client of the Hamburg agency for 15 years, as their powder, power pearls, capsules, and liquid detergent serve different laundry needs all over the world.

#### **Design star Aaron Draplin leads a workshop**

Monotype has secured the participation of no less than US design star Aaron Draplin for the TYPO logo design workshop. He has provided clear, catchy visuals for a stellar roster of customers including Nike, Esquire, Red Wing, Field Notes, Ford, and the Obama administration. Draplin is not only a branding hero, he is also a brand. His 2016 book "Pretty Much Everything" became the bible for a new generation of graphic designers - digital natives who are rediscovering the qualities of minimalist design via craftsmanship.

"Last year's crowds showed that many more of our visitors are interested in branding and design than we initially assumed. So, we're bringing even more brands and agencies to all our stages in new formats to create even more valuable branding insights for the attendees", says conference director Jürgen Siebert about the integration of the Brand Talks into the TYPO Berlin programme.

Despite the new aspects, the focus of TYPO Berlin remains visual communication and digitisation. The conference has been keeping an eye on visual trends for more than 20 years, and has developed from a typography trade fair into an international summit meeting for design and communication.

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

The last early-bird [tickets](#) are on sale until February 28. They provide a discount of 100 euros on the TYPO ticket, which also gives admittance to Brand Talks. The ticket includes access to all the TYPO presentations and workshops, as well as coffee in the breaks, and two buffet lunches.

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



International Design Talks

**Important note for journalists: you must register!**

Journalists can apply for press credentials for TYPO Berlin beginning immediately at [our website](#). **Press registration closes on 15 April, 2018.** Press credentials will be issued only to journalists covering the event for recognized outlets. Please attach verification of this to your application for accreditation.

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

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

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