

## TYPO Berlin 2018

TYPO Press release

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### TYPO Berlin 2018 – Five good reasons to attend

**More than 70 lectures, top agencies and creative studios on five stages, workshops and round tables at the House of World Cultures, and five more good reasons why the undecided should quickly book a ticket for TYPO Berlin from May 17 – 19, 2018.**

**Berlin, April 09, 2018.** – Presentations by star creatives on five stages, opportunities for networking and information exchange, and all of it at an extraordinary venue – that’s [TYPO Berlin 2018](#), Europe’s best-known conference on visual communication. This year’s TYPO, “Trigger”, once again provides orientation and ongoing education with the appearances of well-known international speakers. That alone would be a good reason to attend; but there’s even more:

#### #1: The new Talent Talks

With the Talent Talks segment on the first day of the conference, TYPO Berlin is putting a team of young, international design studios onstage for the first time, including Actual Source (Provo, Utah, USA), Specht Studio (Antwerp), Alexis Mark (Copenhagen), We Became Aware (Geneva) and Team Thursday (Rotterdam). Their fresh and visionary ideas are not born only in private, but also in co-working spaces, hackathons, BarCamps, and via online collaboration. At 30-minute intervals, the eight studios will present their most recent projects; the event will be moderated by Talent Talks curator Prof. Kali Nikitas (Los Angeles).

#### #2: The second round of Brand Talks

The debut of this segment was a highlight of last year’s programme. At 30-minute intervals, renowned brands and agencies take to the stage to talk about how digital branding works these days, and which factors can have a decisive influence on the success or failure of brand management. Now the Brand Talks enter the ring for the second time, once again curated and moderated by TYPO conference director and [Monotype](#) marketing director Jürgen Siebert. New this year will be top German agencies (Meta Design, Martin et Karczinski, EdenSpiekermann, diesdas.digital), as well as international heavyweights such as Interbrand and Superunion. They’ll be presenting alongside brands such as E.ON, Nivea, Bahlsen, BASF, Nürnberger, Helios, and Tencent, among others. Johann Jungwirth, chief digital officer of the Volkswagen Group, will give the closing lecture.

#### #3: Instructive workshops

In addition to the programme of lectures, the 23<sup>rd</sup> edition of the international design conference will include daily workshops that offer a practical hands-on experience. From the basics of calligraphy, to hand-lettering or printing techniques – the selection is vast. The two-hour workshops are included in the price of your ticket (however spaces are limited). The two-hour logo workshop with American designer Aaron James Draplin is specifically directed at creatives in the branding segment; Draplin’s catchy slogans and logos – for, among others, Esquire, Ford, Burton, and Obama – are recognised worldwide.

#### #4: Networking, inspiration, and information swapping

TYPO is where the international design scene meets and greets. In addition to the scheduled presentations, a variety of side-bar events and get-togethers provide forums for exchange with visitors, speakers, colleagues, and experts. As always, the three days wrap up on Saturday with the big TYPO Night party, happening this year at Alexanderplatz in the centre of Berlin. The doors are open not just to registered attendees, but also for guests; tickets for friends will be available at the box office.

### #5: A high-end conference

Simultaneous interpreters in the TYPO Hall and Show will provide German and English via headset. A ticket includes lunch and coffee on conference days, as well as a welcome package containing useful information and tools; free wi-fi is also available. 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 with one of these categories – Branding, Inspiration, Know-how, or Typography.

### 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.

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

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

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

### For the complete programme, click here:

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

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