

## TYPO Labs 2017

### Font industry summit meeting

Monotype's second TYPO Labs conference will be held in Berlin from April 6 – 8. The programme for this year's conference is now in place. For three days at the Silent Green culture venue in Berlin's Wedding district, typography houses and font engineers will talk about new technology, tools and strategies for further improving the processing and display of onscreen text.

**Berlin, February 27, 2017.** – With »New Dimensions in Type Engineering« as its slogan, the international conference will bring together leading engineers and practitioners from the font industry, OS developers and programmers. In addition to lectures and presentations, two panel discussions, and several workshops and hands-on technique sessions await the ca. 250 expected visitors to [TYPO Labs](#). The venue has plenty of side spaces, a bar and a café; that and get-togethers in the evening will provide lots of chances for networking and chatting.

»We're happy to be welcoming the vanguard of the font scene to Berlin again this year«, says conference director Jürgen Siebert, adding »It's a small industry; almost everyone uses their products several times a day, whether reading websites, e-mails or news or, of course, writing their own texts. That makes it even more important that words, language, icons and emojis can be used as comfortably and flexibly as possible. That's exactly what we're going to talk about.«

Following the introduction of a new font format, *OpenType Variations* this past autumn, insiders have been discussing the marketing of the format. On the opening day of the conference, at 6 pm, we'll continue the debate with a discussion of »Business Opportunities and Challenges in Bringing Variable OpenType Fonts to the Market«. Notable experts, including *Matthew Rechs*, director and general manager at *Adobe Typekit*, *Font Bureau* founder *David Berlow*, *ParaType* art director *Alexandra Korolkova* and *Ivo Gabrowitsch*, director of e-commerce marketing at Monotype, will talk and hold a Q&A on the foremost arguments in favour of the new OpenType technology. The discussion will be moderated by the distinguished industry expert *Adam Twardoch*, product director at *FontLab*.

On Saturday at 6 pm, a round of luminaries will examine the issue of whether the legacy metrics from the era of hot-metal typesetting still have a right to exist, in a discussion titled »Liberating Digital Type from the Metal Rectangle«. The subject was proposed by Dutch type designer *Just van Rossum*, who will handle moderating duties. With his vision of »a perfect type world with no more kerning«, he'll take to the TYPO Labs stage with international lateral thinkers such as font developer *Bianca Berning* (Dalton Maag), *Victor Gaultney* (senior type designer at SIL International), *John Hudson* (Tiro Typeworks), *Rob McKaughan* (Microsoft), *Toshi Omagari* (Monotype) and Iranian designer *Sahar Afshar*.

The workshop »Stop Clicking: an Introduction to Shell Scripting« will provide practical advice for use in your professional workday. Co-founder of the American company Process Type Foundry, *Nicole Dotin*, will present the lines of UNIX programme code she uses most

frequently, which automate repetitive font production processes. »Preparing, Creating, Profiling and Modifying Variable Fonts« is the name of another event that same day, when type designer *Frank E. Blokland* and software developer *Jürgen Willrodt* hold a session for friends of the DTL FontMaster-Tools.

Other highlights of the action on the TYPO Labs stage will be appearances by *Dan Rhatigan* (Adobe), and *Peter Constable* and *Rob McKaughan* (both of Microsoft). After software and OS companies Apple, Adobe, Microsoft and Google gave their blessing to the OpenType variable font standard last fall, the public is waiting for the first implementation of the new font techniques, how they'll be used in office and graphics programmes.

*Tom Rickner* and *Bob Taylor* of Monotype will talk about the quality of future variable fonts. Their presentation will illuminate tools and strategies to help font engineers build fonts that are compatible with the standards. Once again this year, the four leading font production programmes, *Robofont*, *Glyphs*, *FontLab* and *FontMaster* will showcase their latest versions and functions. In classrooms and hands-on presentations, the developers will answer questions from their fans.

Since emojis joined the range of type characters, the colourful little symbols have been part of serious discussions among type designers. TYPO Labs consultant *Roel Nieskens* specialises in the development of variable emojis and colour fonts, and he'll be bringing some different hues into the Labs programme.

For more information, follow TYPO Labs on Twitter ([@TYPO\\_Labs](#)) or subscribe to our [Newsletter](#).

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

Journalists can apply for accreditation via [E-Mail](#). **Press registration closes on March 20, 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.

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

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

### **The schedule is available here:**

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

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