

TYPO Talks Return to London in October 2012 to Explore Design as a Social Act

London, July 2, 2012

After having been exceptionally well-received last year, the international design conference TYPO London is set to return to the British capital this autumn. The event will again take place at the Logan Hall of the Institute of Education on October 19 and 20. The theme for this year's conference is »Social«. Registration is now open with early-booking discounts.

The conference will provide a unique opportunity to investigate the myriad ways in which designers can function socially. » By 'functioning socially' we don't just mean in the socio-political sense.« says Head of Programme **Adrian Shaughnessy**. » Thanks to huge changes in the nature of media, the act of designing, whether working for a global brand or designing a new eco-friendly typeface, has to embrace social responsibility and social awareness. The social implications of what we do and say can no longer be ignored. But there is no single path; there are many. Yet we can be sure of one thing: the socially minded designer is the designer best equipped to deal with the changes that we all face as a culture.«

TYPO London 2012 will present a strong line-up of more than 40 international speakers, innovative designers, professors, marketing experts, scientists, artists, journalists and much more. First firm confirmations have been received from Kirsty Carter and Emma Thomas, founders of the UK design studio Practice For Everyday Life, Simon Manchipp, creative director and partner at London-based studio SomeOne, designers and illustrators Kate Moross and Anthony Burrill and Lucienne Roberts, who allies a commitment to accessible, engaging graphic design with a socially aware agenda.

Participants can also look forward to Erik Kessels, co-founder and creative director of the international communications agency **KesselsKramer**, located in Amsterdam and London. An avid collector, has published the alternative photo magazine »Useful Photography« as well as several books on vernacular photography. He has also curated numerous exhibitions. Album Beauty, his current exhibition at the FOAM Photography Museum Amsterdam, is an ode to the vanishing era of the photo album as told through his collection. Icelander Hjalti Karlsson and Jan Wilker from Germany, who have recently celebrated the 11-year anniversary of their Manhattan-based design agency Karlssonwilker Inc., will also take the stage. Their highly original work for a diverse mix of cultural and commercial clients, from local non-profits to such big names as MoMA, MTV, the Guggenheim Museum, Capitol Records, the Art Director's Club, Warner Bros. and the New York Times Magazine has garnered numerous awards.

True to their belief that »books should be as visually interesting as the stories they tell,« Anna Gerber and Britt Iversen, founders of book publisher Visual Editions, have all but revolutionized the traditional book form with creative design. »Tree of Codes« by Jonathan Safran Foer is a striking example of what they call a »great looking story«. Safran Foer literally carved out his story by cutting into and out of his favourite book, »The Street of Crocodiles« by Bruno Schulz.

Registration for TYPO London is now open. Please check our website for early booking discounts until end of August: www.tygotalks.com/london

TYPO London 2012 »Social«
October 19 + 20 2012
University of London, Logan Hall
20 Bedford Way, London WC1H 0AL, United Kingdom
TYPO Talks

Professional tickets (inclusive of 20% VAT)
Early Bird: £345.00 ex VAT
Regular: £425.00 ex VAT
Last Minute: £465.00 ex VAT

Student tickets (inclusive of 20% VAT)
Early Bird: £155.00 inc VAT
Regular: £205.00 inc VAT
Last Minute: £235.00 ex VAT

TYPO aims to transcend the restraints of a typical trade conference. It inspires, offers insights and experiments, encourages the exchange of knowledge and is a creative playground and meeting point for communication professionals. Based on many years of experience gained in Berlin – TYPO Berlin is in its 17th year running as Europe’s biggest and most successful design event – TYPO has recently been able to establish itself also in the English-speaking world, notably with first successful conferences held in London and San Francisco.

About 1,000 visitors and around 70 journalists and bloggers from all around the world attended TYPO London 2011. The response by participants and the media was extraordinarily positive. Eye Magazine, for example, noted “Let’s hope that they continue to stir things up, and remind designers of both the breadth and depth of our field” while Patrick Burgoyne in Creative Review expressed the hope that “the event becomes a regular fixture.”

TYPO’s slightly tongue in cheek claim: “International Design Conferences: Design, culture, society – with a little bit of kerning” is based on the fact that the conferences began in 1995 with a strong focus in typography. Since then, they have evolved into a much broader platform, exploring communication and design, digital media, marketing and advertising, technology, culture, entertainment and business. In an eclectic mix of talks, influential thinkers cover social trends, ideas, concepts, technological innovation and the valid principles of good design.

Press contact:
Achim Klapp, +49 30 - 257 970 16
Wilhelm Noeldeke, +49 30 - 230 031 77
press@typotalks.com