

CONFERENCE PROGRAM

FRIDAY, JUNE 12

- 10:00–17:30 Workshop 1, Morning & afternoon session
Body Language: Writing as Physical Expression
Brody Neuenschwander p. 23
- Workshop 2, Morning & afternoon session
Introduction to Designing Display Type
Peter Bruggen p. 23
- Workshop 3, Morning & afternoon session
Matching Arabic & Latin scripts in Logotypes
Azza Alameddine p. 23
- 18:00 **REGISTRATION** *Goodie Bags Conference Badges*
- Movie Screening (50 MIN.)
- 19:00 **The Man of Black & White** → SALT Galata auditorium
Adrian Frutiger p. 13

SATURDAY, JUNE 13



9:00 **RECEPTION** *Goodie Bags Conference Badges & Snacks*

- 10:30 **Grotesque**
Erik Spiekermann p. 14
- 11:30 **Typeface Functionality**
Sofie Beier p. 15
- 12:15 **Adventures in Web Typography**
Fahri Özkaramanlı p. 15

13:00 **LUNCH BREAK**

- 14:30 **Swift Strokes and Sampled Constructs**
Gerry Leonidas p. 17
- 15:15 **Why OpenType Succeeded Where GX & MM Didn't**
Thomas Phinney p. 18

16:00 **COFFEE BREAK** → *Kurukahveci Mehmet Efendi*

- 16:45 **From Lead to Light: Phototypesetting, a Revolution for Type Design**
Alice Savoie p. 19

17:30 —

CONFERENCE PROGRAM

SUNDAY, JUNE 14



9:00 **RECEPTION** *Goodie Bags Conference Badges & Snacks*

- 10:45 **Abstract Type for Abstract Documents**
David Berlow p. 14
- 11:30 **When Ra meets Sheen & Qaf**
Lara Captan p. 15
- 12:15 **It is Written: How Writing Influences Print and Screen Technology**
Brody Neuenschwander p. 15

13:00 **LUNCH BREAK**

- 14:30 **Swift, Efficient and Clear**
Fred Smeijers p. 17
- 15:15 **Computer Typography Without Fonts**
Thomas Milo p. 18

16:00 **COFFEE BREAK** → *Kurukahveci Mehmet Efendi*

- 16:45 **Shortcut Editorial**
Lars Harmsen p. 19

17:30 **X**