



## PRESS RELEASE

**Lisbon hosts the 50th Conference of ATypI, the leading international organization dedicated to type design and typography.**

**28 September - 1 October 2006**

We would like to invite you to attend the presentation of this international event **at the Press Conference taking place September 28, at 4 pm, in Room 1 of Cinema São Jorge**. Taking part in the Press Conference are: **Jean François Porchez**, President of ATypI and owner of Porchez Type Foundry; **Mário Feliciano**, ATypI's local delegate for Portugal; **Simone Wolf**, ATypI Secretariat and partner of Typevents LLP; **Ellen Lupton**, Graphic Designer and Professor at University; **Erik Spiekermann**, ATypI board member, designer and owner of the company United Designers; **Gerard Unger**, Type Designer; **Massimo Vignelli**, Type and Graphic Designer, owner of Vignelli Associates in the US; **John D. Berry**, ATypI board member, typographer, journalist and author; **Roger Black**, type and graphic designer and member of FontBureau in the US; **Victor Almeida**, Professor of the Communication Design Department at FBAUL; **José Amaral Lopes**, Councillor for Culture at the Lisbon City and **Guta Moura Guedes**, President of Experimenta.

In co-production with Experimenta and with the support of the Lisbon City Hall, the Portuguese capital welcomes for the first time the annual Conference of ATypI (Association Typographique Internationale). After New York, Barcelona, Paris, Helsinki, Berlin, Copenhagen and London, among other cities, it is now Lisbon's turn to join the list of host-cities that have welcomed this event since 1957. Gathering close to 350 renowned figures in the field of typography and design, this international conference promises to make Lisbon the centre of the type design world from September 28 to October 1.

For the first time in ATypI's recent history and, rising to Experimenta's challenge, the **Opening lecture, taking place on September 28, at 6 pm, in Room 1 of Cinema São Jorge will be open to the public, with free admission**. Designer **Ellen Lupton**, one of the foremost figures in graphic and communication design today, will be the keynote speaker and her lecture, entitled **Univers Strikes Back**, will no doubt gather a large and enthusiastic audience.

The growing recognition of typography as a key element in communication design as well as in building and establishing an identity – be it business, national or global – makes this international conference a relevant and note-worthy event, not only for the specialized audience but also for a wider audience interested in the processes, contexts and practitioners involved in this core area of project culture that produces an often underestimated impact in the world around us. One of the forums that integrates the programme, dedicated to the future of newspapers, brings together experts in this fields, such as **Christian Schwartz**, who designed the new typeface for the English newspaper The Guardian. This forum takes on a new interest in light of the current changes in the Portuguese media, where several publications have recently undergone a process of redesign, like the daily Diário de Notícias or the weekly Expresso, both of which resorting to typefaces by **Mário Feliciano**, the most internationally renowned type designer in Portugal and also ATypI's local delegate for Portugal and this year's event organizer.

In the year that signals its **50th edition, the Conference's theme is "Typographical Journeys"**

and has Faculdade de Belas Artes da Universidade de Lisboa (the Fine Arts Faculty of the University of Lisbon) as its host institution. The Faculty was the chosen place to house the event, given both its excellent location and installations and the openness shown us by the institution, which since the academic year of 2004/2005 has added Typography as a subject in its Communication Design graduate course.

By joining this event as local co-producer, Experimenta takes a step further in its strategy to establish Lisbon as a leading centre for design practice and discussion worldwide, once more with the support of the Lisbon City Council. This will be the first ATyPI conference to be held in Portugal and choosing Lisbon as host to this event stems from its rising profile as a hotbed and experimentation lab for new practices and of Portugal as a major international player in design as both a cultural activity and an economic strength.

**All ATyPI Conference participants and event organizers are available for interviews.**

**Please contact**

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For more information on the programme and participation, please visit [www.atypi.org](http://www.atypi.org)

**Sponsors/Support:**

Adobe Systems; FontLab; Linotype; Microsoft; Monotype Imaging; Dutch Type Library; Feliciano Type Foundry; FontShop International; Porchez Typofonderie; P22 Type Foundry; Tiro Typeworks; Ascender; Lisbon Tourism Office: promotional support; Lisbon City Council: support to the Opening Conference.