



re

Think

TypeCon 2012 NYC

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# What is **re** | **Think** about?

TypeCon 2012 NYC

rethink is a Typecon 2012 Conference spread over a week of events and information about typography. TypeCon 2012 supports the influences of typography and the usages of type and fonts around the world. The purpose of TypeCon is to inform the viewer the importance of typography and it's advancements in the people view and use type or fonts. Rethink combines past, present, and future typography allowing the view to understand the impact from the birth of typography to the new advancements in typograpy in the present and future.



UPTOWN  
AVE LINE

TO EAST SIDE  
AND 187th ST.  
GO DOWN

IF LEVINGTON AVE.  
PLATFORM TRAINS  
GO TO END OF PLATFORM  
GO UP TRAINS

ESCALATOR - STREET  
↑ IRT DOWNTOWN

59  
LEX.  
AVE.

# Hotels

**Staybridge Suites Times Square** - 340 W. 40th Street, New York, NY 10018

Welcome to the brand new Staybridge Suites Times Square New York City where all guests enjoy free daily breakfast buffet, free internet, free midweek receptions, free 24 hour Cybex gym, free local calls, free laundry facility and free business services.

Phone 212.757.9000 Toll Free 888.617.3376 Fax 212.757.9001 reservation.staybridge@nyhotelmgmt.com

**Morgans Hotel Group** - 475 Tenth Avenue, New York, NY 10018 (212) 277-4100

**The GEM Hotel** - 449 West 36th Street, New York, NY 10018 (212) 967-7206

A stylish boutique hotel conveniently located in Midtown Manhattan, walking distance from the Javitz Convention Center and midtown attractions (Time Square, Empire State, Macys etc.) - From the owner

# Resteraunts

**Churrascaria Plataforma** - Between Eighth and Ninth avenues, Between Eighth and Ninth avenues, New York, NY, 10019  
Rodizio-style restaurant. A meal typically begins with a trip to the gourmet salad bar, which features a variety of vegetables and composed salads in addition to four hot dishes. The main course's concept is to serve a wide variety of different cuts of beef, pork, chicken, turkey, lamb, fish, etc. Phone 212-245-0505

**Albert Hall Tavern** - 123 W. 52nd St., 123 W. 52nd St., New York, NY, 10018

Albert Hall Tavern infuses the tastes of London as well as traditional European fare with New York City's subterranean food culture. The end result: gourmet burgers on artisan buns, this morning's freshest batch of oysters and a tuna tartare that supercedes any you've tried downtown. Phone (646) 490-4803

**Benson's Steak House** - Between Sixth and Seventh avenues, 123 W. 52nd St, New York, New York, 10019

"Ben Benson's is a New York treasure with white-aproned waiters push along service trays arranged with gorgeous cuts of beef and some of the finest steakhouse side dishes anywhere," writes Gourmet magazine. "Ben Benson's is my nominee for top steak-house because it does so many things as well or better than anyone else," says Crain's NY Business. Monday - Thursday  
Phone (212) 581-8888

**Gallagher's** - 228 West 52nd Street, Between Broadway & Eighth Avenue, New York, NY, 10019

Since 1927, Gallagher's is prime USDA beef all the time. No other steakhouse gives you so many reasons to feel at home for lunch or dinner. There's no place like it. In fact, our beef is aged in Gallagher's front window. And you'll be pleased that our Trophy Room is just right for 20 to 200 guests. Phone (212) 245-5336

**Hudson Yards Cafe** - 450 10th Avenue, Corner of 35th Street one block from the Javits Ce, New York, New York, 10018

This is what New York magazine calls the most pleasing, and fairly priced restaurant in the Javits area. We are an international cafe with a little New York attitude that features excellent burgers, steaks, vegetarian dishes, pastas and fresh fish. Don't miss the succulent blackened tidbits and our signature salads. Phone (212)-239-4606

# Event Layout

Monday, June 18th

**200PM** – CONFERENCE introduction,  
**300pm** - have the history museum of printing come and talk about type museum of modern art in new york  
**400pm** - free time, view art work, walk around and coffee break supported buy starbucks  
**500pm** – workshop  
**600pm** - dinner break  
**700pm** - show off workshop creations

Tuesday, June 19th

**9:00am** - woody pirtle speaker for penigram design  
**1045** - Wally Olins presents past, present, and future influences of typography  
**130pm** - lunch break  
**400pm** - workshops and free time  
**450pm** – coffee break supported by starbucks and dinner  
**7:30pm** – Jessica Hische workshop Sponsored by Type Directors Club

Wednesday, June 20th

**9:00am** - Type & Design Education Forum and workshops  
**415pm** - free time and Exhibits & Marketplace Open  
**500pm** – dinner break  
**6:30pm** – new york entertainment



# Event Layout

Thursday, June 21st

8:00am - Continental Breakfast  
8:30am - Exhibits & Marketplace Open  
8:30am - Opening Remarks  
8:40am - choose a company in new york that deals with typography  
9:25am - Tactility and Typographic Space; Type as Material Form—  
Will Hill, Anglia Polytechnic University  
10:05am - Coffee Break  
Coffee compliments of starbucks  
10:30am - woody pirtle workshop  
11:30am - Anitra Nottingham workshop and interaction  
11:45am – Neville brody exhibit  
12pm – Neville Brody workshop  
12:30pm - Lunch Break  
2:00pm - Best Practices for Producing Web Fonts— Bill Davis,  
Monotype  
2:50pm - workshop  
3:10pm - choose a university to come in and do a work shop creat-  
ing typefaces and then have them be studied  
3:30pm - Coffee Break  
Coffee compliments of starbucks  
3:50pm - workshop  
4:35pm - Catalyst Award Presentation The Society of Typographic  
Aficionados 445pm – 645pm – free time go explore new york  
650pm – 8:00pm - Web Type Cocktails Sponsored by Font Shop

Friday, June 22nd

8:00am - Continental Breakfast  
8:30am - Exhibits & Marketplace Open  
8:45am - Opening Remarks  
8:55am - A Paradox in Black and White — Akira Kobayashi  
9:25am - workshop  
10:05am - Coffee Break - Coffee compliments of Hoefler &  
Frere-Jones  
10:30am - workshop  
10:50am - Where are Designers Going with Web Fonts?  
Scott Boms & Luke Dorny  
1130am - Type in 20:  
Making Graphic Design Easier: Improving the Way We  
Measure Type — Ricardo Martins  
12:15pm - Lunch Break  
215pm - Protect your Fonts and Help your Users with EPAR  
Ted Harrison, FontLab  
3:10pm – workshop  
3:30pm - Coffee Break Coffee compliments of starbucks  
3:50pm - Panel Discussion: “Critics Critique Critics”  
Matthew Carter, John Downer & Akira Kobayashi  
4:50pm - SOTA Typography Award Presentation  
5:00pm – 8:00pm - Closing Remarks  
8:30pm – 10:30pm - hangout out, drinking, go off in new  
york for what ever you what

# TypeCon Speackers



**Anitra Nottingham** is an Online Director School of Graphic Design. Her book design work has ranged across the publishing spectrum from trade to academic work. She has designed titles for dictionaries and reference, adult fiction, non-fiction, and children's books. Anitra was responsible for packaging, corporate communications and marketing solutions company-wide. Anitra became Online Director for the Graphic Design School at Academy of Art University in San Francisco.



**Neville Brody** is an English graphic designer, typographer and art director; designed over 23 typefaces. Brody has been and is a massive influence in the typography design world.



**Wally Olins** is Chairman and co-founder of Saffron Brand Consultants. Widely recognised as a pioneer in the field of brand strategy and corporate identity, and 'the world's leading practitioner of branding and identity', according to the Financial Times. Wally is the author of several books including the seminal work Corporate Identity, published in 20 languages, and Wally Olins On B&and. He was made CBE in 1999 and received the Lifetime Award from the Reputation Institute for his contribution to the industry.

**Will Hill**

**Woody Pirtle**

**Akira Kobayashi**

**Jessica Hische**

**Bill Davis**

**Luke Dorny**

**scott boms**

**Ricardo Martins**

**Ted Harrison**

**John Downer**





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# Sponsors





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The End