

# VOICES

**01.18-19.2022**

**Typography Conference**

# ERIK

# SPIEKERMANN

at Southern Adventist University

# Biographical Notes

Erik Spiekermann, born 1947, studied History of Art and English in Berlin. He is author, information architect, type designer (FF Meta, ITC Officina, FF Info, FF Unit, LoType, Berliner Grotesk and many corporate typefaces) and author of books and articles on type and typography.

He was founder (1979) of MetaDesign, Germany's largest design firm with offices in Berlin, London and San Francisco. He is responsible for corporate design programs for Audi, Skoda, Volkswagen, Lexus, Heidelberg Printing, Bosch and way-finding projects like Berlin Transit, Düsseldorf Airport and many others. In 1988 he started FontShop, a company for production and distribution of electronic fonts.

He is board member of the German Design Council and Past President of the ISTD International Society of Typographic Designers, as well as the International Institute for Information Design. In 2001 he left MetaDesign and now runs Edenspiekermann with offices in Berlin, Amsterdam, London, Stuttgart & San Francisco.

Erik is currently Honorary Professor at the University of the Arts in Bremen. In 2006 received an honorary doctorate from Pasadena Art Center. In 2007, he was made an Honorary Royal Designer for Industry by the RSA in Britain.

In 2009, he became European Ambassador for Innovation and Creativity by the European Union. The German Design Council gave him their 2011 Lifetime Achievement Award, the highest award in Germany. In May 2011 he was the 25th recipient of the TDC Medal, awarded by the Type Directors Club New York.

ABOUT



# ERIK SPIEKERMANN

## Awards

- 2003** Gerrit Noordzij Prize.
- 2006** German Design Award.
- 2007** European Design Awards Hall of Fame.
- 2007** Honorary Royal Designer for Industry, London.
- 2011** Lifetime achievement award for German Design.

# 01.18

## 10:00 a.m.

### **Voices of the Past:**

From ancient typographic styles to classic movable type, the history of typography can help designers develop a more informed and cohesive style that builds on the past. This is a thorough, brief, and clear review of typography and its evolution over the centuries with insightful notes and masterly analysis.

## 1:00 p.m.

### **Modern Voices:**

Balanced layout, harmonious geometric shapes, vibrant colors, and sans-serif letters in upper case or lower case fonts that are simple but strong. Bauhaus simplified style is still very appealing and continues to have an effective and strong influence on typographic design today.

## 3:00 p.m.

### **Typography Lab:**

Fifteen essential tools for effective typographic communication. Why, how, and what do you want to communicate? What else can you contribute with to improve the way the design helps to reach your communication goals?

# SCHEDULE

# 01.19

## 10:00 a.m.

### **Voices of the Future:**

In the pursuit of pixel-perfect typography, have we lost the origins of its artistry in place of efficiency? Typography is far more than type design and layout. It touches key values of our society. Typography designers are becoming more conscientious about technology and other disciplines as designers.

## 1:00 p.m.

### **Your own Voice:**

Make fundamental design choices for a readable and aesthetically pleasing composition. Making old typefaces modern and attractive. From branding to individual graphic design projects, it makes sense that you may want to create your own typeface for something completely unique.

## 3:00 p.m.

### **Typography Lab:**

Seven steps to design and develop custom fonts that fit your vision and needs. You have probably considered designing your own typeface before. Font creation is a long and tedious process, but typing in a font you designed can be incredibly rewarding!

# And How

This conference will be held at the School of Visual Arts at Southern Adventist University located at:

4881 Taylor Cir,  
Collegedale, TN 37315

For registration online and tickets, directions, accommodations, and questions call (800) 768-8437 or log on to ***southern.edu/voices*** or ***www.erikspiekermanvoices.com***

If paying with check, mail the attached application with payment to the following address:

Speakermann Voices Conference  
P.O Box 331  
Collegedale, TN 37315

Credit card payments will be accepted when registering over the phone or online.

To print a campus map of Southern Adventist University, log on to ***www.southern.edu/trails/index.html***

We are offering free parking to all attendees.

For your convenience, we have decided that this conference will also be offered via Zoom for those who are unable to attend in person. Get in contact with us for more information on this option.

No refunds are offered.

WHERE

# Registration Form

UP  
SIGN  
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**Personal Information:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email : \_\_\_\_\_

**Select option:**

\_\_\_ Conference Registration Fee with Overnight Stay **\$450**

\_\_\_ Individual Registration Fee **\$250**

\_\_\_ Group Registration Fee. No Stay (10 or more) **\$200**

Quantity: \_\_\_\_\_

**Total:** \_\_\_\_\_

**Check Number:** \_\_\_\_\_

**Bank:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

Southern Adventist University  
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Collegedale, TN 37315

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**SPIEKERMANN**

**ERIK**