

**TYPE
CON 19
"NICE"**

PRESS KIT

TypeCon2019: Nice

MINNEAPOLIS, MN

August 28–September 1, 2019

50 WORDS

Founded 21 years ago, TypeCon is the nation's premier typography and lettering arts conference. Hundreds of attendees convene each year for an immersive five day program of inspiring presentations, workshops, and events. At TypeCon, both professionals and educators can learn, grow, and network in the company of like-minded enthusiasts.

120 WORDS

Founded 21 years ago, TypeCon is the nation's premier typography and lettering arts conference. Hundreds of attendees from around the world convene each year for an immersive five day program centered around typography, lettering, and design. TypeCon is best-known for its educational presentations, all of which are submitted via open-call, "by the community, for the community." Recent speakers and workshop leaders have included Tobias Frere-Jones, Lance Wyman, Gemma O'Brien, Underware, Jessica Hische, Matthew Carter, and Louise Fili. TypeCon offers a unique opportunity for both professionals and educators to learn, study, network, and further their knowledge in the company of like-minded enthusiasts.

TypeCon2019: "Nice" will take place August 28th–September 1st, at the Hilton Minneapolis in downtown Minneapolis, Minnesota.

FULL

Founded 21 years ago by The Society of Typographic Aficionados (SOTA), TypeCon is the nation's premier typographic and lettering arts conference. Hundreds of attendees from around the world convene each year for an immersive five day program centered around typography, lettering, and design.

The conference takes place in a different city each year and is dedicated to promoting and disseminating knowledge of both historical and contemporary typography. TypeCon programming includes lectures, various exhibitions, workshops, presentations, panel discussions and networking events, as well as an education forum for teachers, and Type Crit, a first-come-first-served portfolio feedback review from established industry experts.

All presentations are submitted "by the community, for the community," and have featured such wide-ranging topics as African writing systems, neon signage, emoji development, and even break-through industry technology like variable fonts. This year's keynote speakers include Ryoko Nishizuka, Senior Designer at Adobe Systems in Tokyo and a Morisawa award winner.

TypeCon offers a unique opportunity for both professionals and educators to learn, study, network, and further their typographic and lettering skills in the company of like-minded enthusiasts. TypeCon2019: "Nice" will take place August 28th–September 1st, at the Hilton Minneapolis in downtown Minneapolis, Minnesota. Standard tickets for the conference cost 450 US dollars. Student tickets are 240 US dollars.

ABOUT SOTA

The Society of Typographic Aficionados (SOTA) is the nation's premier not-for-profit association of typography professionals and educators.

Founded in 1995, SOTA is dedicated to increasing accessibility and awareness in the typographic and lettering arts, both within the United States and abroad. Since 1998, the Society has organized TypeCon, an annual typography conference centered around type design, lettering, calligraphy, and graphic design.

For more information about SOTA and TypeCon, visit typesociety.org.

TYPECON LOCATIONS

1998 Westborough, MA	2010 Los Angeles, CA
2000 Westborough, MA	2011 New Orleans, LA
2001 Rochester, NY	2012 Milwaukee, WI
2002 Toronto, Canada	2013 Portland, OR
2003 Minneapolis, MN	2014 Washington, DC
2004 San Francisco, CA	2015 Denver, CO
2005 New York, NY	2016 Seattle, WA
2006 Boston, MA	2017 Boston, MA
2007 Seattle, WA	2018 Portland, OR
2008 Buffalo, NY	2019 Minneapolis, MN
2009 Atlanta, GA	

MEDIA CONTACTS

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SOCIAL MEDIA LINKS

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Instagram: [@typecon](https://www.instagram.com/typecon)
YouTube: bit.ly/2G9BRDq
Vimeo: vimeo.com/typesociety
Web: typecon.com

SOTA SOCIAL MEDIA

Twitter: [@typesociety](https://twitter.com/typesociety)
Web: typesociety.org

SOTA

BOARD MEMBERS

Sharon Oiga, Chair
Theresa Dela Cruz, Vice Chair
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Grant Hutchinson, Board Member
Xerxes Irani, Board Member
Mary Catherine Pflug, Board Member
Frank J. Martinez, Board Member
Christopher Slye, Ex Officio Chair

FRIENDS OF SOTA

Jess McCarty
Nick DiStefano

For interviews with SOTA Board Members, please join us at the Hilton Minneapolis, Thursday, August 29th, 2019. Contact erin@typesociety.org to reserve an interview time.

THROUGH THE YEARS



TypeCon2019
MINNEAPOLIS, MN
August 28–Sept 1

1995

Bob Colby forms the Society of Typographic Aficionados (SOTA)

1998

First TypeCon is held in a small Marriott hotel, Westborough, MA. Matthew Carter keynotes.

2001

TypeCon moves to a new city for the first time: Rochester, NY.

2002

Toronto, Canada hosts the first international TypeCon.

2003

TypeCon heads to Minneapolis. The first SOTA Typography Award, created to acknowledge outstanding members of the type community and their creative achievements, is awarded to Hermann Zapf.

2004

The Typophile Film Festival debuts at TypeCon San Francisco.

2007

Helvetica screened at TypeCon Seattle. The film was later nominated for an Independent Spirit Award.

2008

FontShop hosts Erik Spiekermann at a special evening event during TypeCon Buffalo. Stefan Sagmeister also speaks at an event sponsored by SOTA, Veer, and Type Directors Club.

2010

Roger Black keynotes TypeCon Los Angeles. The first SOTA Catalyst Award, created to recognize young people who are making outstanding work in typography and who show future promise, is awarded to Satya Rajpurohit.

2016

SOTA Spacebar, an evening mixer featuring food, drinks, games, and other typographic fun, debuts at TypeCon Seattle.

2018

SOTA Night of Type debuts at TypeCon Portland. The conference features an all-female, multi-day keynote line-up: Louise Fili, Nina Stössinger, and Lauren Hom.

2019

TypeCon returns to Minneapolis.

BY THE NUMBERS



TypeCon2019
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2019 TYPECON LINEUP

34	15	5	22
MAIN PROGRAM PRESENTATIONS	HANDS-ON WORKSHOPS	EVENING EVENTS	ED FORUM PRESENTERS

2019 REGISTRATION FEES

\$450	GENERAL ATTENDANCE
\$240	STUDENT ATTENDANCE
\$100	EDUCATION FORUM
\$75	HALF-DAY WORKSHOP

50% MALE

2018 PRESENTERS

49% FEMALE

1% NON-BINARY

SOTA Awards Awarded

17

Catalyst Awards Awarded

9

16

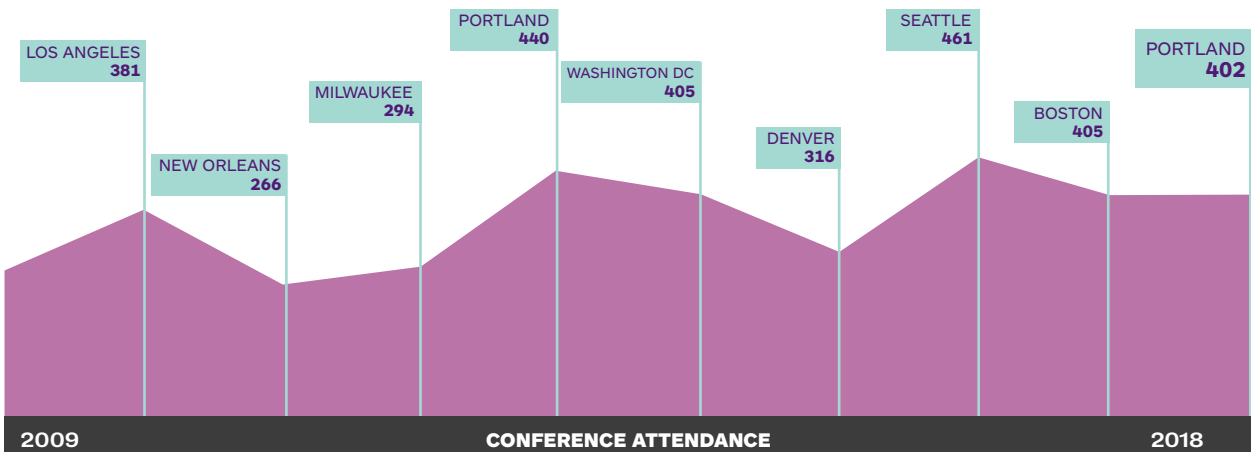
HOST CITIES

16,500

TWITTER FOLLOWERS

5

DAYS



TypeCon is a conference By the community, for the community.

As a not-for-profit organization, speakers, workshop leaders, designers, and Board members donate their time, energy, and skills to produce each year's conference.

TypeCon is diverse.
Presenters have travelled to speak at the conference from every single continent except Antarctica.

TypeCon is equitable.
In 2018, approximately half of the conference's presenters and workshop leaders were female. The SOTA Board maintains a similar ratio.

ATTENDEES ARE SKILLED CREATIVES:

- Graphic designers
- UI/UX designers
- Illustrators
- Developers
- Type designers
- Calligraphers
- Design educators
- Design students

MAJOR BRANDS AND SPONSORS:

- Adobe
- Google
- Amazon
- Facebook
- Extensis
- Monotype
- Morisawa
- FounderType
- Glyphs
- Extensis
- Fontspring
- P22 Type Foundry
- Boldfaced Goods
- RIT Press
- Village
- The Northern Block
- Mark Simonson Studio
- TypeNetwork
- Hoffmitz Milken Center for Typography
- Typostrophe
- Frere-Jones Type
- FontLab
- H&Co
- Positype
- TypeTogether
- Typotheque
- URW++

SELECT PREVIOUS KEYNOTE SPEAKERS:

- Louise Fili
- Nina Stössinger
- Lauren Hom
- Martina Flor
- Lance Wyman
- Marian Bantjes
- Adrian Shaughnessy
- Christian Helms
- Roger Black
- Ed Benguiat
- Jim Sherraden
- Tobias Frere-Jones

ATTENDEES RECEIVE COMPLIMENTARY:

- Coffee breaks
- Daily breakfasts
- Daily snacks
- Welcome bag
- Evening events with free food and alcoholic beverages

One of the largest and most significant events in the international design calendar.

—IDENTITY DESIGNED

The TypeCon crowd is one that feels like a family ... it's a collegial group that's not afraid to welcome newcomers.

—PATRICK GOSNELL, SLANTED

TypeCon is the annual design and typography conference where the type-obsessed, lettering lovers, and font fanatics come together to nerd out about fonts, typography, and all things type.

—MYFONTS, DRIBBBLE STORIES

The ultimate event for anyone who works with type or loves letters.

—CREATIVE PRO

TypeCon for me is first and foremost an opportunity to see old friends and make new ones.

—JOHN D. BERRY

... it had a vibrant and refreshing energy, lively conversation, diverse attendees and speakers, and a fantastic lineup of presentations.

—KYLE READ

To everyone @typecon this year, thank you for making me feel like I came home.

—ARIADNE REMOUNDAKIS