

## **Your Personal Invitation to an #AVIDWORKSHOP about the art of typography**

### **For Immediate Release**

From the New York subway signage to film posters for iconic movies like Titanic, what makes Helvetica the most widely used typeface in the world? Have you wondered how the vibrant hand-painted signs like the iconic 'Horn OK Please' have made its way from the bustling Indian streets into pop culture?

**Avid Learning** presents **Your 'Type of a Day'**, a fun, interactive and hands-on workshop by *Type Designers and Co-founders of Mota Italic*, **Kimya Gandhi** and **Robert Keller**, a Mumbai based type design studio specializing in original type families for print and screen.

*The details of the workshop are as below:*

Typography is firstly an art, then a technique. It is interesting how far one can go in rethinking the role of typography today. It is not only about visual aesthetics, but also about the narrative and the message one wants to communicate. Typefaces are omnipresent - in books, advertisements, signage, magazines, and brand logos, yet we rarely pay them any heed. Tech maven Steve Jobs credits Palladino, a Trappist monk whose calligraphy inspired him to incorporate multiple typefaces and proportionally spaced fonts when he designed the first Macintosh computer. The style of the lettering is a piece of art that can evoke emotions and bring meaning - nostalgia, happiness, joy, and love.

For a layman, the understanding of fonts is limited to a choice between Times New Roman and Arial, but try imagining Coca Cola minus the cursive lettering on its logo. Giving text a unique 'voice' are Typefaces. It is interesting how far one can go in rethinking the role of typography today. In a country like India, which has a multitude of languages and scripts, what do regional Indian scripts say about our past and heritage? In the age of digital printing, how is the distinctive and much loved art of hand painted signboards being preserved?

Highlights include:

- Learn about contemporary typography - it's history, the process of digitisation, its relevance to the evolution of some of the biggest brands in the world
- Get a sneak peek inside a Type Foundry
- Get a holistic understanding of regional scripts
- An interactive session on the dying art of hand-painting signboards by a talented local signboard artist


If you thought typography was limited to making a choice between Times New Roman and Arial, then here's a masterclass you wouldn't want to miss!

**Where:** Essar House - Podium, [11 KK Marg, Mahalaxmi, Mumbai 400034](#)

**When:** Saturday, 7<sup>th</sup> July, 2018; 10:00 AM – 4:00 PM

**Fee:** Rs. 1000 (including lunch) | Rs 750 for students with valid Student ID

**RSVP:** [avidlearning@essarservices.co.in](mailto:avidlearning@essarservices.co.in) / [www.avidlearning.in/](http://www.avidlearning.in/) +919769937710 (prior registration required) **Press Email/ Call:** Ayeshah Dadachanji on [ayeshah.avid@gmail.com](mailto:ayeshah.avid@gmail.com) / +91 9820155297



# YOUR TYPE OF A DAY

## A TYPOGRAPHY MASTERCLASS





Have you wondered how the iconic hand-painted sign 'Horn OK Please' has made its way from the bustling Indian streets into pop culture? What makes *Lexicon* one of the most expensive Typefaces in the world? **Avid Learning** presents **Your Type of a Day: A Typography Masterclass** with *Typeface Designers and Co-founders of Mota Italic*, **Kimya Gandhi** and **Robert Keller**. Join us for this informative and interactive session to discover the nuances of designing Type.

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- Learn about contemporary typography - its history, the process of digitisation, its relevance to the evolution of some of the biggest brands in the world
- Get a sneak peek inside a Type Foundry
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- An interactive session on the dying art of hand-painting signboards by a local artist

If you thought typography was limited to making a choice between *Times New Roman* and *Arial*, then here's a masterclass you wouldn't want to miss!

**Date:** Saturday, 7<sup>th</sup> July 2018  
**Time:** 10:00 AM - 10:30 AM - Registrations | 10:30 AM - 4:00 PM - Session  
**Venue:** Essar House - Podium, 11 KK Marg, Mahalaxmi, Mumbai 400034  
**Fee:** Rs. 1000 (including lunch) | Rs. 750 for students with a valid Student ID  
**RSVP:** [www.avidlearning.in/](http://www.avidlearning.in/) [avidlearning@essarservices.co.in](mailto:avidlearning@essarservices.co.in)  
 +919769937710; (Prior registration required.)

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## About the Instructors

### About Kimya Gandhi:

Kimya Gandhi is a type designer from Mumbai with a passionate interest in Indic type design. Kimya holds a Bachelors degree in Communication Design from National Institute of Fashion Technology, Bombay. She further went on to pursue specialization in the form of M.Des in Visual Communication at the Industrial Design Centre, IIT Bombay. She later went on to pursue the Typeface Design Intensive (TDi) summer program at the University of Reading in the UK. She got her professional start interning at Linotype in 2010. Over the next few years she freelanced for several type foundries catering to their multi-script requirements. In 2015 she became a partner at Mota Italic and now focuses on Indic and Latin designs for retail and custom corporate projects.

Kimya's recent font release Maku, is a first-of-it's-kind handwritten Devanagari typeface that has unique typographic features. When not drawing typefaces, Kimya regularly teaches type design and typography at several design institutes.

### About Robert Keller:

Rob Keller is a typeface designer originally from the corn/soybean fields of Illinois. He attended the University of Illinois where he earned Bachelor degrees in both Graphic Design and Ceramics. From 2006-07 he attended the University of Reading, England, for the MA in Typeface Design program. Immediately after, he moved to Frankfurt, Germany, for a one-year stint at Linotype before relocating to Berlin and starting Mota Italic in 2008. Since then he's been devoted to full time type design creating new retail and custom fonts.

**About Mota Italic:**

Mota Italic is a type design studio specializing in original type families for print and screen since 2008. All of our fonts have wide language support, often contain multiple scripts, and always have numerous OpenType features. We create meticulously refined typefaces that withstand the aesthetic and technical test of time. Mota Italic has catered to a range of clients like Škoda, Audi, Google, to name a few.

**About Avid**

**Avid Learning**, a public programming platform and cultural arm of the Essar Group, has conducted over 900 programs and connected with more than 100,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.

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