

## Press Release

**Faces in Motion**

### **Typography and design in the world of creative media**

**New unique publication documents the typo[media] 98 congress**

**Mainz/Bad Homburg, 12 July 1999:**

**“Design is always universal”, said David Carson in a backstage discussion at the typo[media] 98 congress. The Californian graphic design star was a surprise guest at typo[media] 98, the specialist international congress on the subject “Type in the media”. Under the motto “Faces in Motion” the organizers successfully attracted over 800 visitors from all over the world in November 1998 to the Frankfurt Palmengarten. The organizers of typo[media] – the type foundry Linotype Library, Bad Homburg – have documented the event in a sizeable and inventive new publication in German and English by the publishers Hermann Schmidt of Mainz.**

“The intellect and flair of both days of the typo[media] congress programme is displayed again in this exciting publication which glorifies graphic communication and typography”, said Prof. Friedrich Friedl, of the Hochschule für Gestaltung, Offenbach, Germany. Across more than 150 pages, including over 400 images, the publication documents the contributions of leading international designers working in a range of media: Massimo Vignelli, Claus Koch, Andy Altman, Hermann Zapf, and Hans Wolbers alongside Liz Friedman of the British Broadcasting Corporation (BBC) and Gerald Giesecke editor at the German broadcasting organization ZDF.

In addition to the contents of this publication, over a dozen workshops and displays contributed to make typo[media] 98 the unique international experience in typography and design. The publication provides those who were not able to attend the congress, with the unique opportunity to update their knowledge on all aspects of script and media. Those interested in obtaining the book can order it directly from the publishers Hermann Schmidt, Mainz, or via the Internet at <http://www.typomedia.com>.

**Linotype Library [Hrsg]: typo[media] 98 – faces in motion**

Transcripts from the Conference of the same name, held on 5 & 6 November 1998 in the Palmengarten, Frankfurt-am-Main. 152 pages, over 400 images. Threadsewn, format 210 x 280 mm. ISBN 3-87439-485-9. Price: DM 40,- (about 20 US Dollar).



**Cover of the new publication, which is available as jpg file by e-mail.**

**Press contact:**

columnum GmbH  
Mr. Andreas Weber  
Walpodenstraße 1  
D-55116 Mainz

Telefon +(49) 06131 2889 80

Fax +(49) 06131 2367 90

E-mail [weber@columnum.de](mailto:weber@columnum.de)