

**KERNING  
INTERNATIONAL  
TYPOGRAPHY  
CONFERENCE  
STROKE & SHAPE  
JUN 5-6 2014  
FAENZA  
NORTHERN ITALY**



01.

# KERNING CONFERENCE

Kerning is the first international conference in Italy dedicated solely to typography and web typography.

On June 5th and 6th 2014 we will gather in Faenza, in the very heart of Italy, top notch speakers from the whole world of typography to create an unique event. Kerning features two days full of talks and workshops.

Kerning offers a very interesting chance to meet developers, gurus, managers and innovators from all over the world.

**Kerning is a non-profit event.** We want to help grow a community of prepared developers keeping knowledge affordable: that's why full ticket costs just **Eur. 175.00** (VAT included).



**Luc(as) DE GROOT**  
Keynote



**Nina Stössinger**  
The hitchhiker's guide to typography



**Richard Rutter**  
Inspiring Web Typography You Can Do



**Marko Dugonjić**  
Responsive Web Typography



**Damiano BANDINI**  
WORKSHOP at Vecchia Stamperia



**ANONIMA IMPRESSORI**  
WORKSHOP at Vecchia Stamperia

# 02. **KERNING** **2013**

**FIRST  
EDITION**



**Yves PETERS**  
Two decades of Trajan in movie posters



**Aral BALKAN**  
Content out typography



**Bas JACOBS**  
Live kerning



**Christopher MURPHY**  
These go to eleven





02.  
**KERNING**  
**2013**



**2** days  
**8** speakers  
**150** attendees  
**2** workshops







# 03. ATTENDEES

**Art Directors**  
**Developers**  
**Front-enders**  
**Visual designers**  
**UX experts**

Attendees are either delegates from affirmed companies, from startups and freelancers.

Professionals who want to stay up to date with the best typography practices.

# 04.

# FAENZA

The conference will be held in Faenza, a nice medieval city in the north-east of Italy, home of an ancient tradition in design and craftsmanship.

**Faenza is placed in the north of Italy well connected to Bologna and Florence stations and airports**

From Faenza you can reach in short time the Guglielmo Marconi International Airport (BLQ), with a lot of international connections available, including non-stop flights to Amsterdam, Brussels (National), Charleroi (Brussels South), Copenhagen, Dublin, Edinburgh, Istanbul, Lisbon, London, Madrid, Moscow, Paris, Prague, Vienna, and Zagreb.






04.  
**FAENZA**







## Cinema Teatro **SARTI**

# 05. **VENUE**

The foyer has one main area where attendees will rest during the coffee breaks and a private garden where buffet will be served.

Main sponsors will have a reserved exhibition area assigned to help connect with the attendees.

It is placed in the center of the town, 5 minutes walking to the main square.





05.  
**CINEMA  
TEATRO  
SARTI  
& VECCHIA  
STAMPERIA**





**Vincent CONNARE**  
MS Comic Sans Author



**Ellen LUPTON**  
AIGA gold medalist



**Elliot Jay STOCKS**  
Creative Director at TYPEKIT



**Jessica HISCHE**  
Independent Letterer



**Simone WOLF**  
Moderator

# 06. SPEAKERS 2014



**Jan MIDDENDORP**  
Consultant at MyFonts & Author



**Francesco FRANCHI**  
Art Director at Il Sole 24 ORE



**Erik Van BLOKLAND**  
Founder at Letterror



**WHO  
WILL BE  
THE LAST?  
TO BE  
DEFINED**



# 07. STAFF

We have been  
organizing  
international  
conferences for  
years...

# 10

...gathering to  
our venues  
more than

# 3000

attendees



## PHP DAY 2013

**2** days

**24** speakers

**308** attendees

**5000+** video streaming connections



## JAVA SCRIPT DAY 2013

**2** days

**23** speakers

**324** attendees

**5000+** video streaming connections



## FROM the FRONT 2013

**2** days

**10** speakers

**400+** attendees

**4** workshops



# 08. SPONSOR LEVELS

CUSTOM SPONSORSHIPS (BREAKS, LUNCH, PARTY, T-SHIRTS) AVAILABLE UPON REQUEST

	Minion	Bourgeois	Pica	Great Primer
FREE PASSES FOR THE EVENT *	1	2	4	6
30% DISCOUNT FOR FULL-PRICE PASSES *	-	4	8	16
MENTION IN NEWSLETTERS	✓	✓	✓	✓
MENTION ON SOCIAL NETWORKS	✓	✓	✓	✓
MENTION IN PRESS RELEASE	-	✓	✓	✓
LOGO ON CONFERENCE WEBSITE	●	●	●	●
LOGO ON CONFERENCE PROGRAMME	●	●	●	●
LOGO ON ROLL-ONS AT THE VENUE	-	●	●	●
LOGO ON POSTERS	-	●	●	●
LOGO AT THE BEGINNING OF VIDEO	-	●	●	●
GADGET IN SCHWAG (PROVIDED BY THE SPONSOR)	-	✓	✓	✓
STAND AT THE VENUE (1 DESK, 2 SEATS)	-	-	-	✓
<b>COSTS (VAT EXCLUDED)</b>	<b>Eur. 500,00</b>	<b>Eur. 1.000,00</b>	<b>Eur. 2.500,00</b>	<b>Eur. 5.000,00</b>

\* WORKSHOP EXCLUDED





# STAY IN TOUCH

## Sponsorship

**Francesco Fullone**  
francesco@kerning.it  
+39 347 2243285

## Speakers

**Matteo Balocco**  
matteo@kerning.it

**Cristiano Rastelli**  
cristiano@kerning.it

**Luca Salvini**  
luca@kerning.it

**Nicolò Volpato**  
nicolo@kerning.it

## Town & Venue

**enrico STRADAIOLI**  
enrico@kerning.it  
+39 338 4689953