



**BLACK FIRE
ON WHITE FIRE**

JUNE 1.2.3 2016 FAENZA

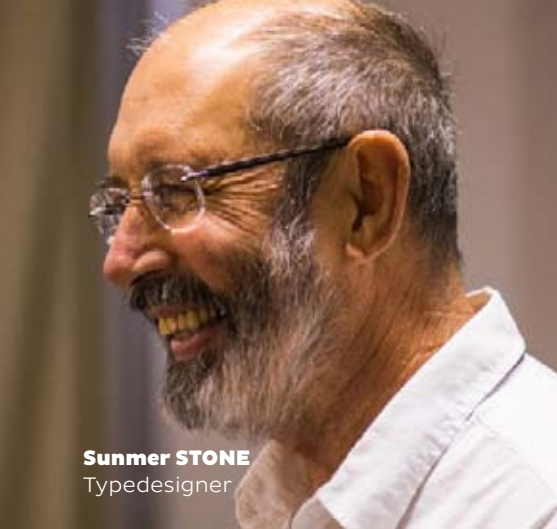
KERNING CONFERENCE

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

On **June 1st, 2nd** and **3rd 2015** 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 three days full of workshops and talks.

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 and designers keeping knowledge affordable: that's why full ticket costs just **Eur. 195.00** (VAT included).



Summer STONE
Typedesigner



Marta BERNSTEIN
Typedesigner & Teacher



Gerri LEONIDAS
Typedesigner & Teacher



Name SURNAME
Abilities



Simone WOLF
Moderator

BLACK FIRE ON WHITE FIRE

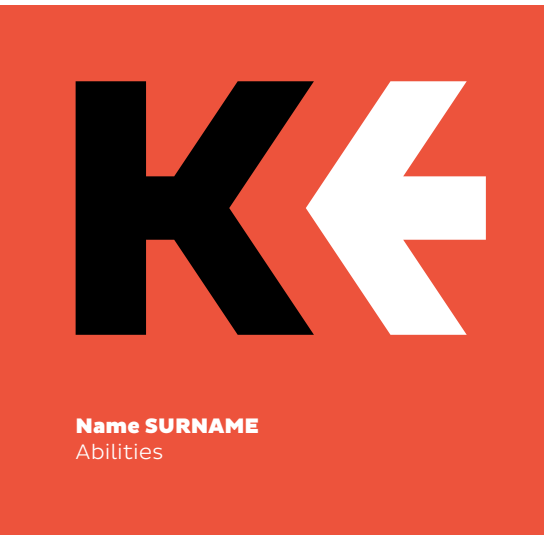
JUNE 1.2.3 2016 FAENZA



Name SURNAME
Abilities



Name SURNAME
Abilities



Name SURNAME
Abilities



Name SURNAME
Abilities





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.

FAENZA

The conference will be held in Faenza, a nice medieval town, 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.





FAENZA



The image shows the interior of a theater, Cinema Teatro SARTI. A large screen at the front of the stage displays the text "Cinema Teatro SARTI". The theater has multiple levels of seating, and the walls are decorated with ornate architectural details and warm lighting.

Cinema Teatro **SARTI**

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.



**CINEMA
TEATRO
SARTI**



**VECCHIA
STAMPERIA**



**PALAZZO
NALDI**





Bruno MAAG
Cofounder at DaltonMaag



Laura WORTHINGTON
Typedesigner



Marco "GORAN" ROMANO
Illustrator & Graphicdesigner



Tobias FRERE-JONES
Type Designer

WHAT LIES BENEATH

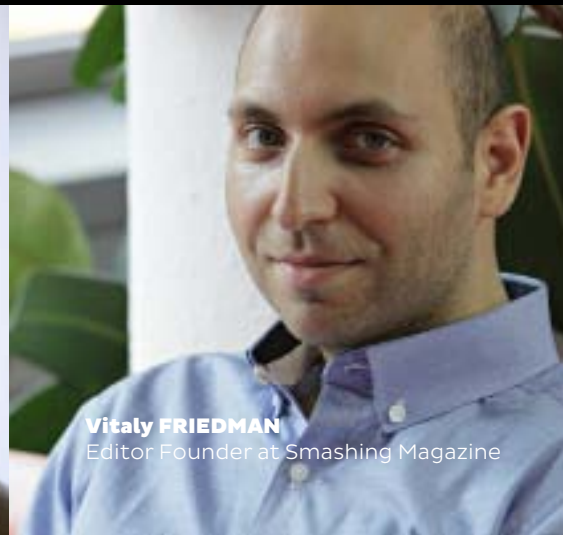
KERNING 2016 3RD EDITION



Nicholas FELTON
Infographic Designer



Indra KUPFERSCHMID
Type Designer



Vitaly FRIEDMAN
Editor Founder at Smashing Magazine



Oliver REICHENSTEIN
Information Architect





**SPENCERIAN: THE GOLDEN AGE
OF PENMANSHIP**
2 Days Workshop

Barbara CALZOLARI
Masterpenman



**THE NEW AESTHETIC
OF DATA NARRATIVE**
2 Day2 Workshop

Francesco FRANCHI
Art Director at Il Sole 24 ORE



**THE ARTIST'S BOOK
HETCHING 'N LETTERPRESS**
2 Days Workshop

Damiano BANDINI Typographer
Enrico VERSARI Artist
Alberto ZANNONI Artist



**KERNING
2015
WORKSHOPS**



Nicholas FELTON
Infographic Designer

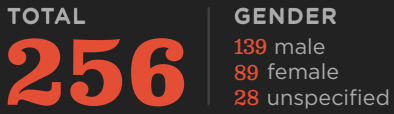


**RESPONSIVE DESIGN: CLEVER TIPS,
TRICKS AND TECHNIQUES**
1 Day Workshop




Vitaly FRIEDMAN
Editor Founder at Smashing Magazine

This is an overview of Kerning Conference in 2015, from international and national demographic analysis to its investment and economic impact on Faenza, Italy.

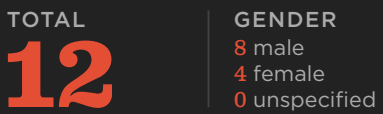
ATTENDEES



TOP 5 ORIGINS

-  Italy | 108
-  United Kingdom | 15
-  Netherlands | 12
-  Germany | 10
-  Sweden | 8

SPEAKERS & TEACHERS

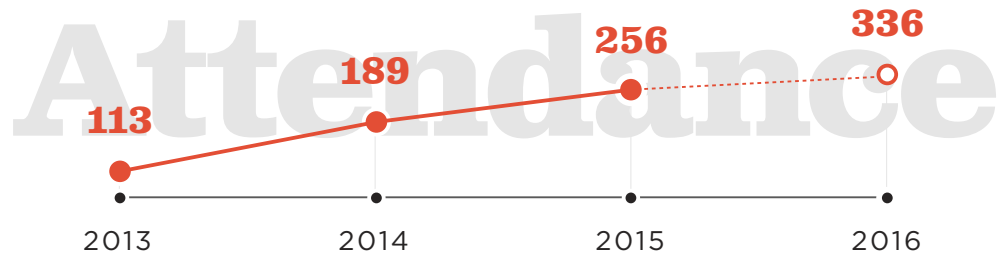


BACKGROUND



TOP 5 REGIONS

- Emilia Romagna
- Veneto
- Toscana
- Lombardia
- Marche





Vincent CONNARE
MS Comic Sans Author



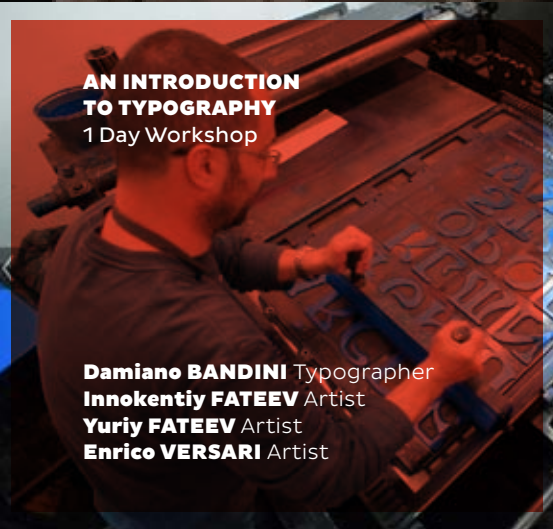
Ellen LUPTON
AIGA gold medalist



Elliot Jay STOCKS
Creative Director at TYPEKIT



Jessica HISCHE
Independent Letterer



**AN INTRODUCTION
TO TYPOGRAPHY**
1 Day Workshop

Damiano BANDINI Typographer
Innokentiy FATEEV Artist
Yuriy FATEEV Artist
Enrico VERSARI Artist



**AN INTRODUCTION
TO CALLIGRAPHY**
1 Day Workshop

Luca BARCELLONA Calligrapher

KERNING 2014 STROKE & SHAPE 2ND EDITION



Jan MIDDENDORP
Consultant at MyFonts & Author



Francesco FRANCHI
Art Director at Il Sole 24 ORE



Erik Van BLOKLAND
Founder at Letterror



Frank CHIMERO
Designer, Illustrator and Author



Luc(as) DE GROOT
Type Designer



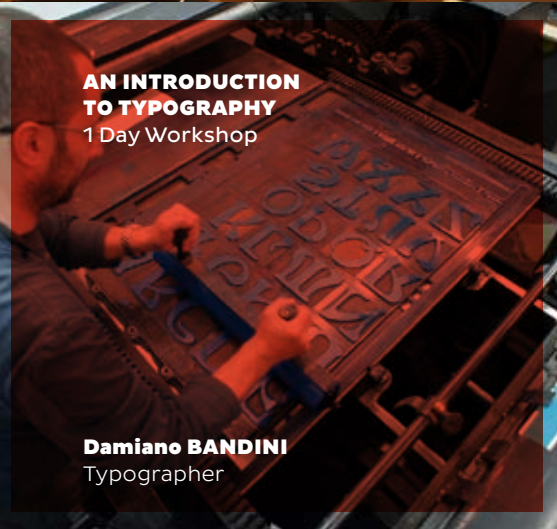
Nina Stössinger
Type Designer



Richard Rutter
Type Designer



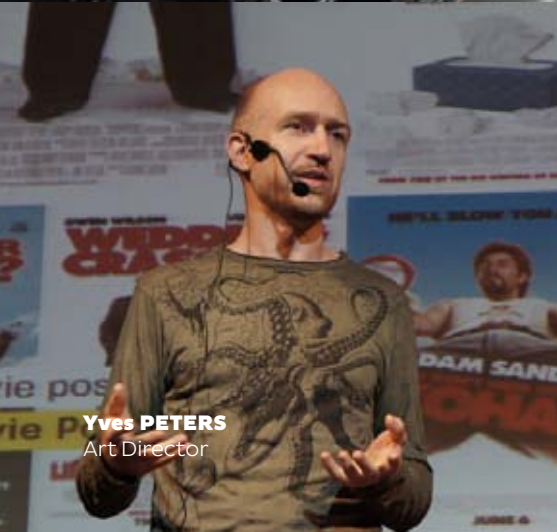
Marko Dugonjić
Coder



AN INTRODUCTION TO TYPOGRAPHY
1 Day Workshop

Damiano BANDINI
Typographer

KERNING **2013** **KERN!** 1ST EDITION



Yves PETERS
Art Director



Aral BALKAN
Coder & UX Expert



Bas JACOBS
Type Designer



Christopher MURPHY
Coder & UX Expert



**KERNING
MOMENTS...**





We have been organizing international conferences for **13** years gathering to our venues more than **10.000** attendees



PHP DAY 2015

2 days

24 speakers

308 attendees

5000+ video streaming connections



JS DAY 2015

2 days

23 speakers

324 attendees

5000+ video streaming connections



Better Software 2015

3 days

30 speakers

240 attendees

SPONSOR LEVELS

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

	20 Minion	8 Brevier	4 Bourgeois	2 Pica	1 Great Primer
FREE PASSES FOR THE EVENT *	1	2	4	6	10
30% DISCOUNT FOR FULL-PRICE PASSES *	-	4	8	12	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)	-	-	-	✓	✓
COSTS (VAT EXCLUDED)	Eur. 500,00	Eur. 1.500,00	Eur. 3.000,00	Eur. 5.000,00	Eur. 10.000,00

* WORKSHOP EXCLUDED





STAY IN TOUCH

Sponsorships

Francesco Fullone
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Speakers

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+39 338 4689953

Town & Venue

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beatrice@kerning.it
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