



type
tasting®





David Owens

TYPE TASTING

Type Tasting is an innovative studio that delivers unique events, talks, installations and workshops.

From novices to experts, audiences learn to communicate effectively through entertaining and revelatory hands-on experiences with type and all the senses.

Type Tastings are packed with originality, humour, a dash of theatre and lashings of audience participation.

CLIENTS INCLUDE

adidas, BBC, The British Academy, BumbleBizz, D&AD, Ecole Intuit Lab Mumbai, Grafia Finland, Heston Blumenthal, Interbrand, Monotype, Moo, Museum of Brands, Springetts, Virgin Active, Wellcome and WGSN.



Juliana Johnston

SARAH HYNDMAN

Type Tasting founder Sarah Hyndman is on a mission to make typography fun and exciting for everybody. She takes the type consumer's point of view, demonstrating the integral role typefaces play in our everyday lives, what much they reveal about popular culture and social history.

She is a graphic designer, author and public speaker, known for her interest in the psychology of type. She has written two books 'Why Fonts Matter' and 'How to Draw Type and Influence People'.

Sarah believes that we can use design to create positive change, and her main area of expertise is multisensory typography. She works on collaborative research studies with the Crossmodal Research Laboratory at the University of Oxford.

PREVIOUS SPEAKING GIGS

Creative Mornings, Design Thinkers Toronto, Glug, Mondaine, It's Nice That, Museum of Brands, South by Southwest (SXSW), Tate Modern, TYPO San Francisco, V&A, Vuoden Huiput Festival Helsinki, and TEDx.

Sarah is a BBC Radio 4 regular and the Channel 4 Sunday Brunch type expert.

"Sarah's talk was a game-changer."

"Brilliantly delivered workshop and such a clever structure. My festival highlight."

"The multisensory experiments turned typography on its head."

"Wasn't sure a session on fonts would be relevant to me. BUT I was so wrong."

"I was absolutely blown away. It was awesome taking part in the experiments and listening to really cool theories about type."



David Owens, V&A

“Went down a storm. Inspiring, inclusive.”
“Left a lasting buzz and excitement behind.”
*“Tasting, smelling, listening to type.
Mind blowing!”*
*“Sarah converted even the most cynical to the
power of the fonts around us.”*
*“I can’t stress how good it was to be taken
out of my comfort zone to learn something
that does, actually, impact our work.
It was also really really good fun.”*

FANTASTICAL TIME TRAVELLING TYPE SAFARI

TALK / WORKSHOP / EVENT

An immersive and multi-sensory journey through time and type; past history to future trends. Take part in activities, letterform drawing and tastings as you discover what typefaces reveal about pop culture, technological innovations, and social history.

No prior knowledge of (or interest in) fonts is necessary.

OPTIONS

1 hour ideal as a fun lunchtime taster
2/2.5 hours ideal as an evening social
Half-day workshop
Full-day workshop

TAILORED TO

All communications teams
Graphic designers
The curious, no experience necessary

TYPE & PERCEPTION

TALK / WORKSHOP / EVENT

Investigate psychology and type perception in an activity-packed session away from the computer. Learn theory and understand how you can use this knowledge to better connect with your audience. Games, experiments, challenges and hands-on typographic explorations bring theories to life as you become a part of the discovery process.

OPTIONS

1 hour ideal as a fun lunchtime taster
2/2.5 hours ideal as an evening social
Half-day workshop
Full-day workshop

TAILORED TO

All communications teams
Graphic design teams
In-house design and communications teams
The curious no experience necessary



GAMES & DEMONSTRATIONS

INFORMAL TASTER

In this informal session Sarah will bring along a box of Type Tasting games and demonstrations. Participants are invited to explore the activities and engage Sarah in a relaxed chat about her work.

DURATION

45 mins

GROUP SIZE

Ideal for up to 15-20 participants, although larger groups can be accommodated.

EVENT, FESTIVAL OR LAUNCH

Bespoke games and activities can be created for a specific event.



David Owens, London Design Festival

WINE & TYPE TASTING

EXPERIENTIAL EVENT

Do you Judge a Wine by its Label?

This innovative wine and type tasting is based on the sell-out success at the London Design Festival. Take part in a series of activities and games that will delight and inform, in a relaxed and social setting.

What does the design of the label tell you about a product? How does this influence your expectations and even what you taste?

Learn about the science of taste and the senses; how design can influence what you drink; and ultimately whether the packaging is just there to inform you, or can it transform your experience?

OPTIONS

2 hour tasting evening

Single tasting incorporated into a workshop or talk



Jonathan Cherry, Ghg Birmingham

WHAT'S YOUR FONT?

PART TALK/PART GAME SHOW

An entertaining pre- or after-dinner talk for any audience

A light-hearted and interactive talk delivered with originality, humour, a dash of theatre, a spot of 1970s game show unpredictability and lashings of audience participation.

Sarah Hyndman gives insights into the secret messages hidden in words in a participatory and entertaining way. She invites the audience to take part in fun games and demonstrations that expose the magical power of fonts: what they 'whisper', how they turn words into stories, and just how much they reveal about you.

SUITABLE FOR

This talk is fun and no prior knowledge of (or interest in) fonts is necessary.



Benjamin Glean, BumbleBizz launch

FINDING YOUR VOICE

TALK / WORKSHOP

Entrepreneurs & startups

As an entrepreneur or startup, finding your voice is vital to communicating your vision with clarity, it can make the difference between success and simply fizzling into obscurity, no matter how amazing your idea is. Sarah shares her learning as an experienced graphic designer and entrepreneur, combined with knowledge gained from five years of type perception research, to give you tools that help you to find your own unique voice.

OPTIONS

1 hour

2/2.5 hours

Finding Your Voice is presented as a keynote talk, or an interactive workshop ideal as part of a launch event, conference or festival.



MASS PARTICIPATION

ACTIVITY & INSTALLATION

A mass participation creative drop-in activity on a type-based theme in which participants produce visuals that are added to a growing display. This is a visually impressive and inclusive activity, ideal for a large event or conference.

PREVIOUS MASS PARTICIPATION INSTALLATIONS

Font Selfies at Design Thinkers Toronto, Vuoden Huiput Festival Helsinki, the V&A for the London Design Festival
Global Lettering at South by Southwest (SXSW) Austin

Typographic Time Machine at the V&A for the London Design Festival

Display letters at Pick Me Up, Somerset House London



Viv Cherry, audience in 'font_goggles'

EVENTS, WORKSHOPS & POP-UP LAB

adidas, BBC Bristol, BumbleBizz, D&AD, Ecole Intuit Lab Mumbai, Food Matters Live, Hospital Club, IFRA Fragrance Forum, Interbrand, Oxford University, Science Museum Lates, Tate Modern, Virgin Active, Wellcome.

GET IN TOUCH

Sarah Hyndman
sarah@typetasting.com
020 7503 3171
@TypeTasting
www.typetasting.com





type tasting®

www.typetasting.com   @TypeTasting
Sarah Hyndman sarah@typetasting.com 020 7503 3171