

4th International Festival of
Interactive & Motion Typography

Motyf2018

Virtual Types—

Future forms
of typography

Exhibition Catalogue



Welcome

Hello and welcome to Motyf 2018, the 4th International Student Festival of Interactive and Motion Typography hosted and developed by Dún Laoghaire Institute of Art, Design + Technology (IADT) in partnership with the Motyf founders and co-curators:

- **Professor Anja Stöffler**, University of Applied Sciences Mainz, Germany
- **Professor Ralf Dringenberg**, University of Applied Sciences for Design Schwäbisch Gmünd, Germany
- **Professor Ewa Satelecka**, Polish-Japanese Academy of Information Technologies, Warsaw, Poland


We hope you enjoy your visit to the dlr LexIcon in Dún Laoghaire, which is the location of the Motyf Symposium and Exhibition, and to IADT's campus on Kill Avenue, where the Motyf workshops will take place over two days.

We extend a warm Irish welcome to all of our international visitors including the outstanding panel of guest speakers, the Motyf founding partners, their colleagues and students, and to the host of other visiting professors, professionals and students attending Motyf.

Our aim is that you have an intellectually stimulating and socially enjoyable experience! We hope you see and hear new things, that you have lively discussions with new colleagues, that you meet new friends and that most of all you join the Motyf community in considering further what are the future forms of typography.

—

The Motyf 2018 Team



"The 4th International Festival of Interactive & Motion Typography [Motyf 2018] connects students, professors, scientists and professionals from all over the world. Moving Types is not only about the moving images of writing, but highlights what people think. The animated and interactive texts are exciting from a design and technical point of view, but more than this, they contribute to the understanding of different cultures and thus to the peaceful exchange of ideas."

—
*Professor Ralf Dringenberg, University of Design,
Schwäbisch Gmünd, Germany*

"Motyf is a platform for exchange between international and intercultural communities of academics and designers and students focused on text-based communication and new technologies."

—
*Professor Ewa Satelecka, Polish-Japanese Academy of
Information Technologies, Warsaw, Poland*

"The international Motyf Festival is not only a platform for international exchange on future perspectives for dynamic and interactive letters, best practice examples and research. It is also about the historical review and the responsibility as a designer in dealing with current and future media technologies, as well as their impact on culture, society and politics."

—
*Professor Anja Stöffler, University of Design Mainz, Germany
z zg – Zentrum Zeitbasierte Gestaltung [Center Time-Based Design]*

Virtual Types—

Typography in a post-text future

“Technology compels us to think afresh
and calls for new forms as a living
expression of the age in which we live.”

—

Emil Ruder, Typographer, 1967

Increasing information overload and decreasing attention spans make it hard to captivate today's audiences with word-based communication.

Despite this however, we still continue to produce and consume more text via digital devices than we ever did in print. But now, our time is spent reading bite-sized messages, scanning headlines and scrolling social media streams. The effort of reading long-form texts seems too slow to meet the instant gratification needs of a 24-7 'always on' connected society.

Last year, the consumption of video and audio content increased exponentially. According to Facebook 2017 data, video content in the average person's news feed increased by 3.6x, outperforming all other forms of content. WhatsApp also reported staggering usage of video messages (1 billion sent daily) and audio calls (100 million daily), while 45% of users preferred voice notes to text messages. Even Instagram's exponential growth left Twitter behind, leading many to speculate that we are moving toward a post-text era.

This high level of engagement with visual and multimedia content perhaps belies a real human need for connection with others amidst all this technology and remote interaction. It may be that in a [post-text] world, dominated by pictures and sound, audience attention preferences emotional content over the rationality of words.

Mark Zuckerberg suggests the shift from word-based to visual communication is not solely due to technological advances:

“If you go back to the internet ten years ago, most of what we shared online was text [...]

And now, as our internet and networks are getting better [...] we can upload videos [...] and that is making this experience richer and richer and you're getting a better sense of what people are experiencing and feeling, which is really powerful”.

So, what future is there for typography, originally borne in the static medium of print, with all its high-definition specificity and controlled considerate consumption? If typography was traditionally the expressive design of words for maximum readability (especially in long-form reading), what forms will emerge in a post-text era of interactive social multimedia?

In the future, we may have to reconsider typography strategically and systematically within a broader ecosystem of designed reading experiences, that exist, not only on screens, but beyond, in augmented, virtual and mixed reality environments. Such new forms of typography will have the capacity to be intelligent, generative and responsive to a constant stream of audience and contextual data.

The practice of typography has and will continue to undergo seismic change in a technologically-driven environment, but as designers and media artists, we have the opportunity to imagine, speculate and invent the future forms of typography.

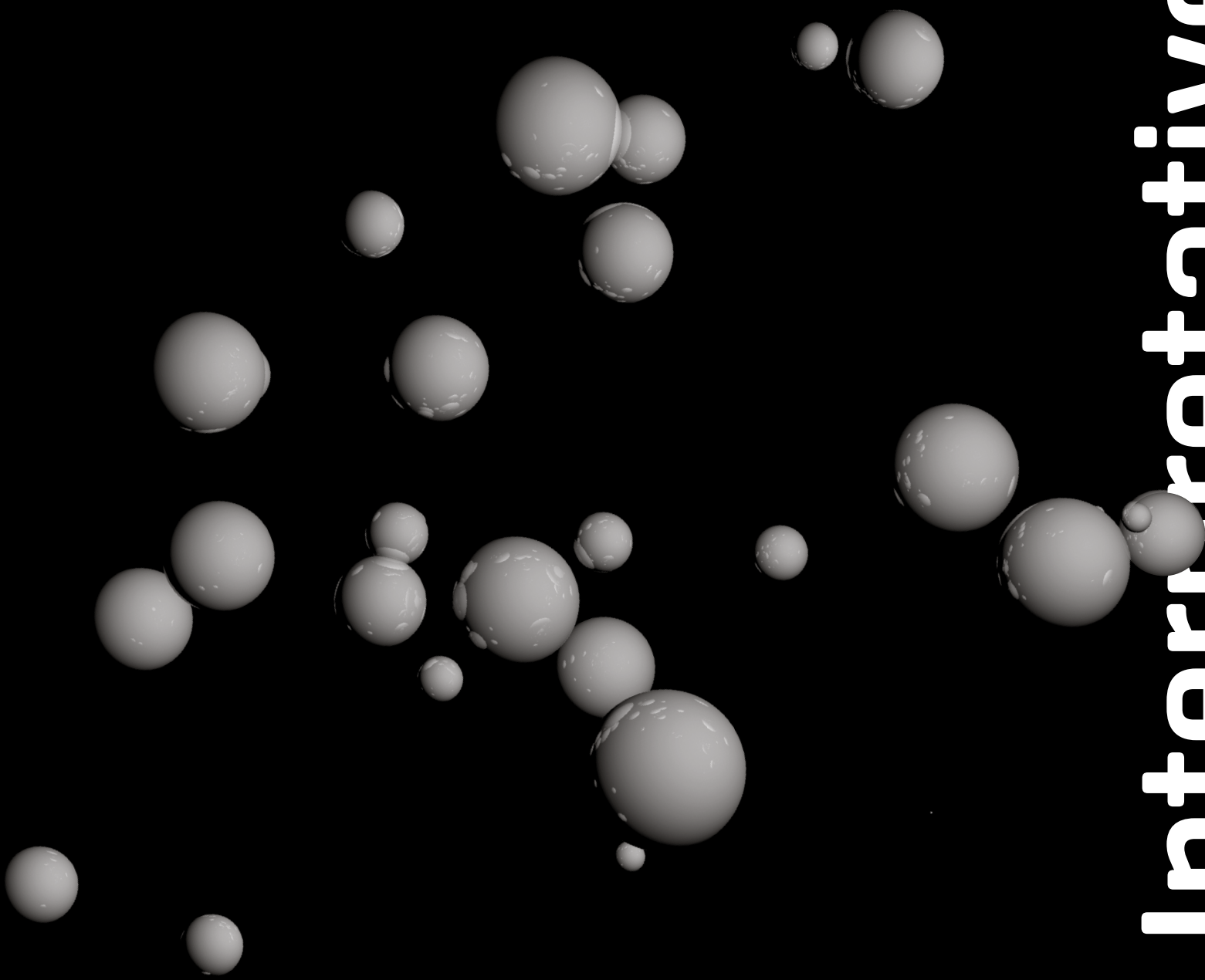
This is the creative and intellectual challenge presented by Motyf 2018.

—

Dr Hilary Kenna

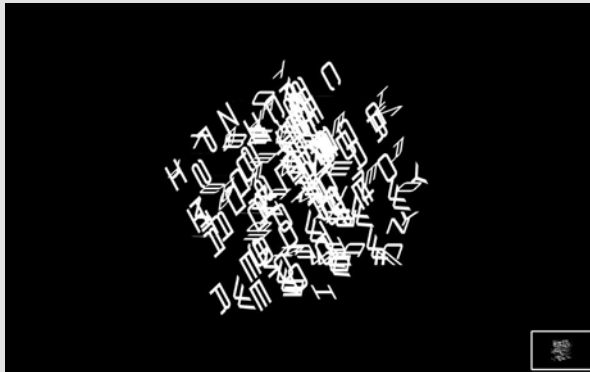
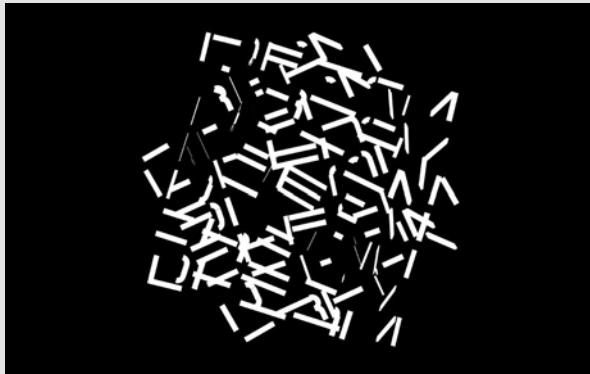
Faculty of Film, Art + Creative Technology, IADT

01



Interpretative Narratives

01



Muted Memories

Animation/film

—

Olivier Bucher

Music: Franziska Bruecker

Lucerne University of Applied
Sciences and Arts, Switzerland

Tutors: Martin Woodtli,
David Schwarz



No rational person would believe this was possible

Animation/film

—

Ronan Kelly & Mark Gilligan

Alumni IADT, Dún Laoghaire
Institute of Art, Design and
Technology, Ireland

01



**Poetry in motion,
Michio Kaku**

Animation/film

—

Sylwia Dybich

Academy of Fine Arts in
Katowice, Poland

Tutor: Prof. Marian Oslislo

02

Speculative User Interfaces



02



neonote

Animation / film

—

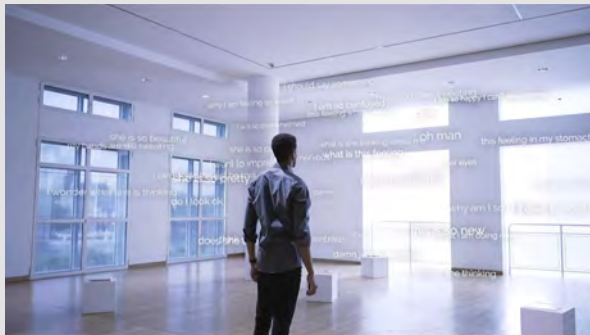
Frederik Atak

**Team: Doro Nellessen,
Victor Heckle**

University of Applied Sciences

Mainz, Germany

Tutor: Prof. Anja Stöffler



typovision

Animation / film

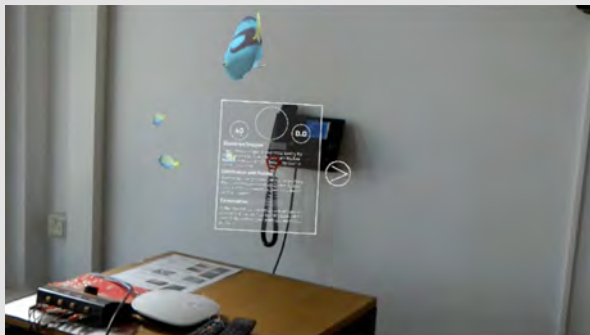
—

Hang Le

University of Applied Sciences

Mainz, Germany

Tutor: Prof. Anja Stöffler



Holo Reef

Interactive media application
for the Holo Lens

—

Henrik Gieselmann

University of Applied Sciences

Mainz, Germany

Tutor: Prof. Anja Stöffler



The Living Book

Animation / film

—

Cynthia Schmitz

**Team: Patricia Prosperi,
Thilo Becker**

University of Applied Sciences

Mainz, Germany

Tutors: Patricia Prosperi,

Thilo Becker



Headspaces

Animation / film

—

Simon Tierney

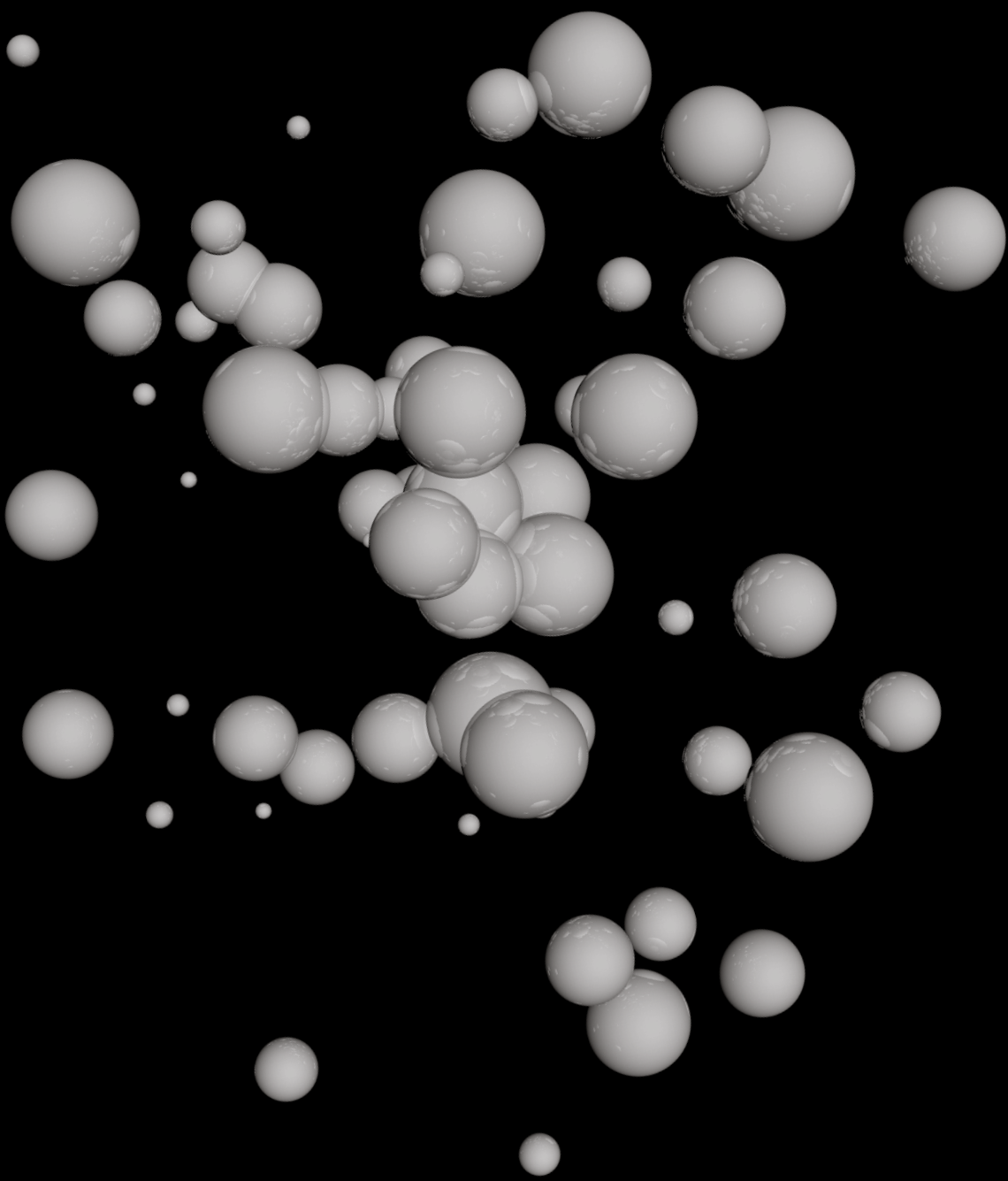
IADT, Dún Laoghaire Institute
of Art, Design and Technology,
Ireland

Tutors: Dr. Hilary Kenna,

John Montayne

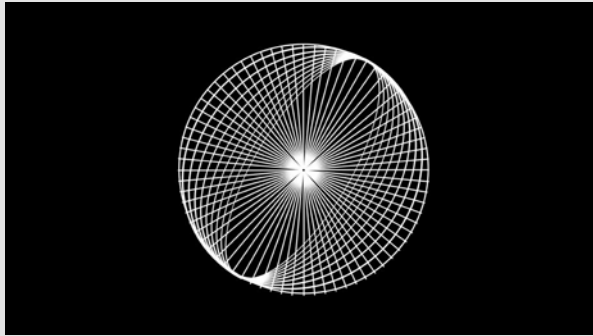


03



Interactive+ Motion Poetry

03

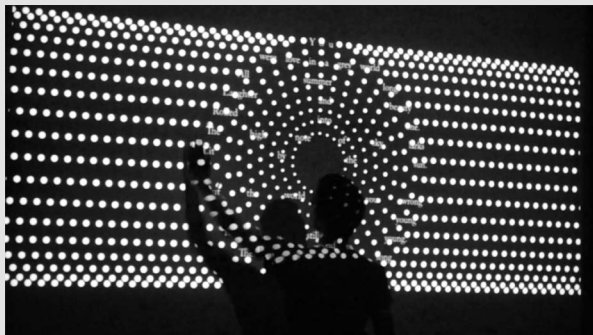


Love

Animation / film

Pierce Cunnane

Alumni IADT Dún Laoghaire
Institute of Art, Design and
Technology, Ireland
Tutor: Dr. Hilary Kenna

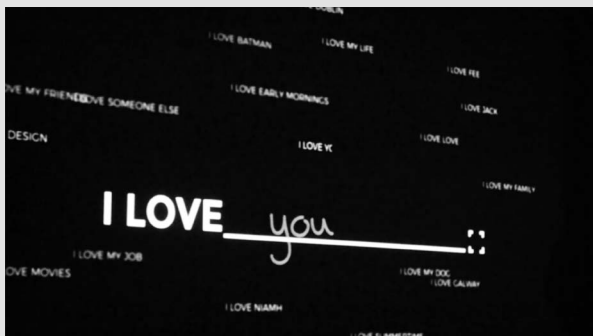


Girl

Animation / film

Pierce Cunnane

Alumni IADT Dún Laoghaire
Institute of Art, Design and
Technology, Ireland
Tutor: Dr. Hilary Kenna

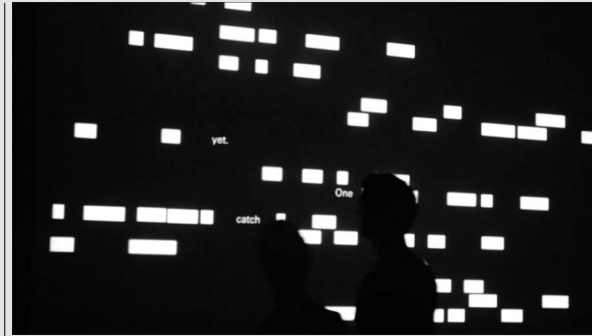


I love you

Animation / film

Pierce Cunnane

Alumni IADT Dún Laoghaire
Institute of Art, Design and
Technology, Ireland
Tutor: Dr. Hilary Kenna



Moment

Animation / film

Pierce Cunnane

Alumni IADT Dún Laoghaire
Institute of Art, Design and
Technology, Ireland
Tutor: Dr. Hilary Kenna



Poetry in VR

Animation / film

Tabish Ahmad

University of Applied Sciences
Mainz, Germany
Tutor: Prof. Anja Stöffler



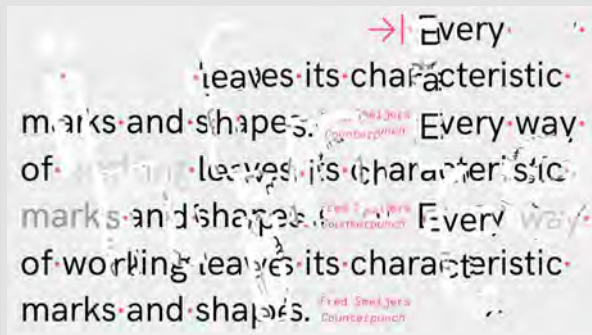
Atom in the universe

Animation / film

Piotr Konciewicz

Academy of Fine Arts in
Katowice, Poland
Tutor: Prof. Marian Oslislo

03



Infinite Quote

Animation / film

—

Pierce Cunnane

Music: Eoghan Hynes

Alumni IADT Dún Laoghaire

Institute of Art, Design and

Technology, Ireland

Tutor: Dr. Hilary Kenna



Onomatopoeia

Animation / film

—

Wojciech Płodowski

Polish-Japanese Academy

of Information Technology,

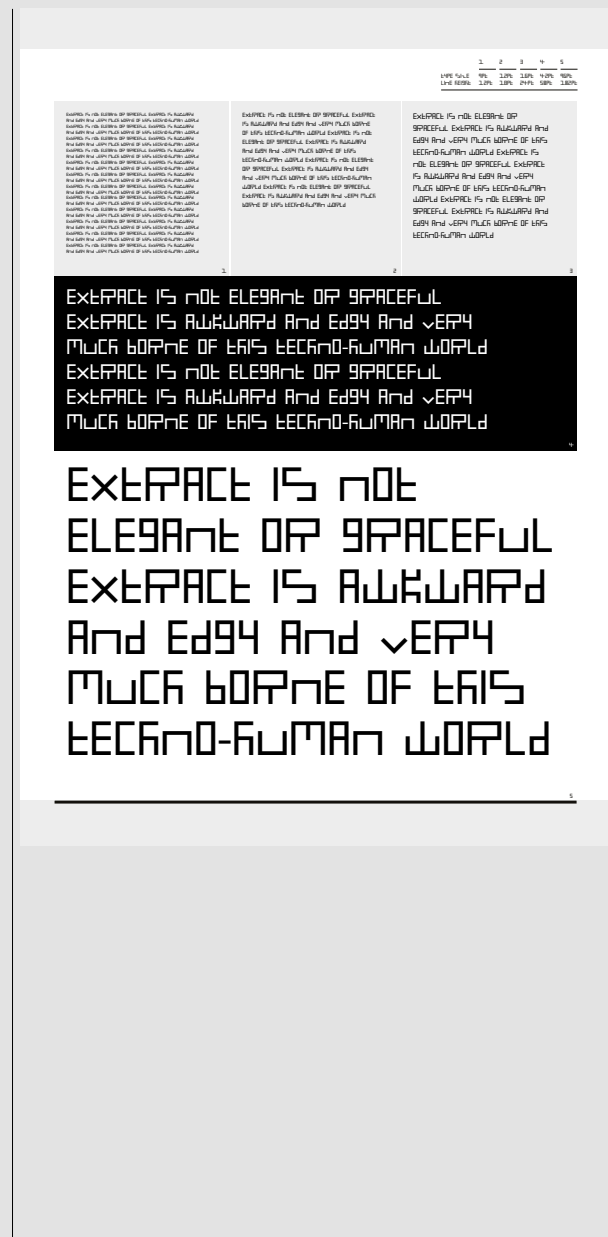
Warsaw, Poland

Tutors: Prof. Ewa Satalelcka,

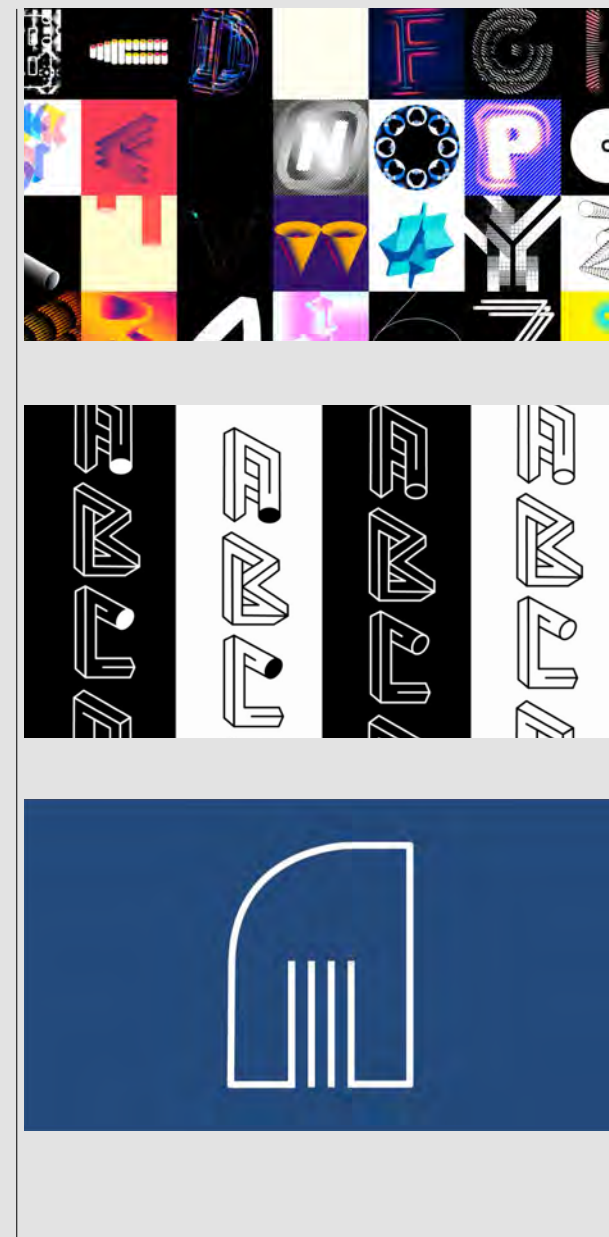
Prof. Jan Kubasiewicz

04

Digital Typefaces



Extract [display]
 Animation / film
 —
Lara Hanlon
 Alumni IADT Dún Laoghaire
 Institute of Art, Design and
 Technology

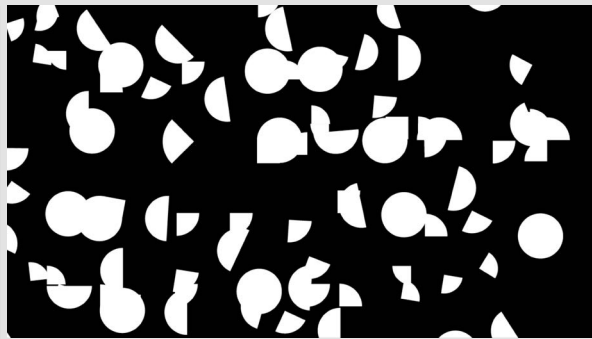


36 Types
 Animation / film
 —
Ronan Kelly
 Alumni IADT Dún Laoghaire
 Institute of Art, Design and
 Technology

Arduous
 Animation / film
 —
Gijbels Wout
 Royal Academy of Fine Arts
 Antwerp, Belgium
 Tutors: Ann Geerinck,
 Yvette Verlinden

Flip Fold
 Animation / film
 —
Rosa Dam
 Royal Academy of Fine Arts
 Antwerp, Belgium
 Tutors: Ann Geerinck,
 Yvette Verlinden

04



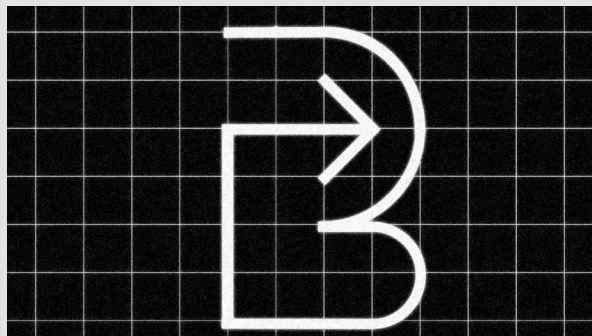
Bayer Bold

Animation / film

—

Tijsje Revalk

Royal Academy of Fine Arts
Antwerp, Belgium
Tutors: Ann Geerinck,
Yvette Verlinden



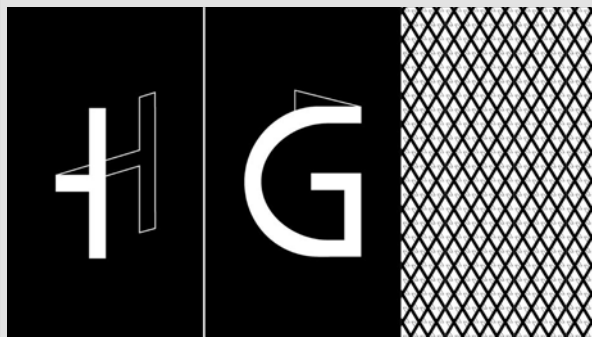
Circuit

Animation / film

—

Marquenie Senne

Royal Academy of Fine Arts
Antwerp, Belgium
Tutors: Ann Geerinck,
Yvette Verlinden



Digi

Animation / film

—

Brent Decremer

Royal Academy of Fine Arts
Antwerp, Belgium
Tutors: Ann Geerinck,
Yvette Verlinden



Font A

Animation / film

—

Katja de Gouw

Royal Academy of Fine Arts
Antwerp, Belgium
Tutors: Ann Geerinck,
Yvette Verlinden



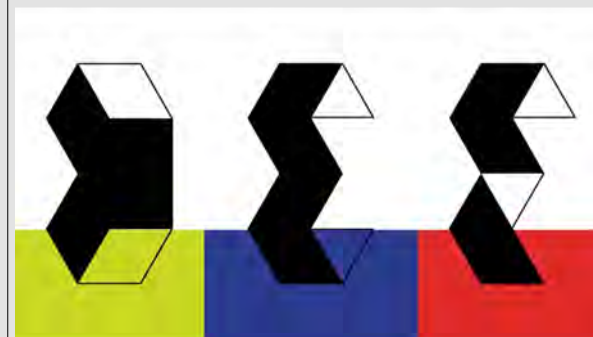
Box

Animation / film

—

Michèle van Eggermont

Royal Academy for Fine Arts
Antwerp, Belgium
Graphic Design Department
Mutsaardstraat 31
B – 2000 Antwerp
Tutors: Ann Geerinck,
Yvette Verlinden



Ori

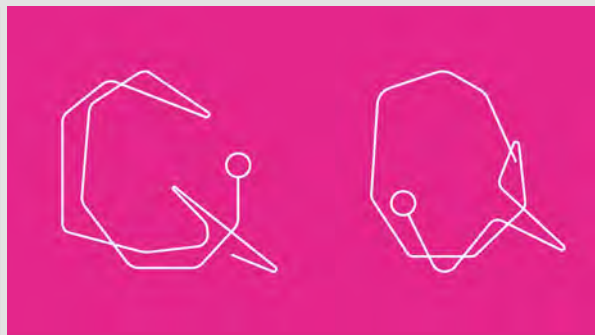
Animation / film

—

Robbe Janssens

Royal Academy of Fine Arts
Antwerp, Belgium
Tutors: Ann Geerinck,
Yvette Verlinden

04



Chord

Animation / film

—

Hannes Tilburgs

Royal Academy of Fine Arts

Antwerp, Belgium

Tutors: Ann Geerinck,

Yvette Verlinden



Stretch

Animation / film

—

Hannah Declerck

Royal Academy of Fine Arts

Antwerp, Belgium

Tutors: Ann Geerinck,

Yvette Verlinden



Censur

Animation / film

—

Magalie Rolus

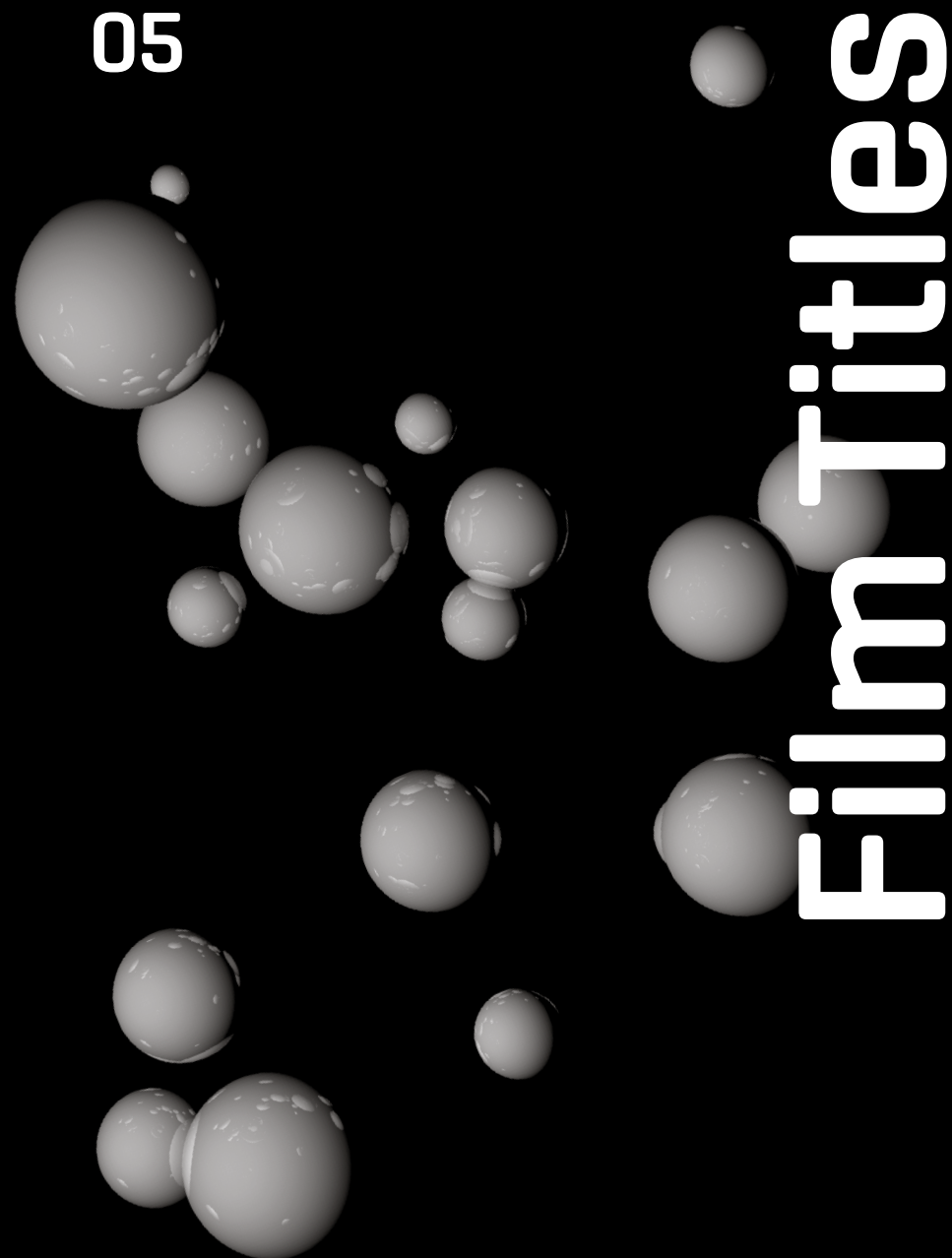
Royal Academy of Fine Arts

Antwerp, Belgium

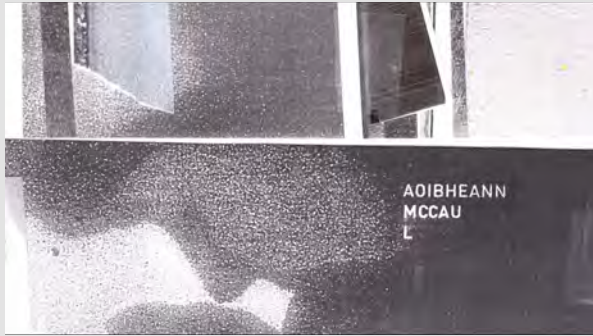
Tutors: Ann Geerinck,

Yvette Verlinden

05



Film Titles



The Lonely Ones

Motion Graphics / Film Titles

Luke Brennan

IADT Dún Laoghaire Institute of Art, Design and Technology
Tutors: Gerard Fox, Geoffrey Perrin, Shirley Casey, Peter Evers



Jass

Motion Graphics / Film Titles

Annabel Cleere

IADT Dún Laoghaire Institute of Art, Design and Technology
Tutors: Gerard Fox, Geoffrey Perrin, Shirley Casey, Peter Evers



ESC

Motion Graphics / Film Titles

Duane Dalton

IADT Dún Laoghaire Institute of Art, Design and Technology
Tutors: Gerard Fox, Geoffrey Perrin, Shirley Casey, Peter Evers



Horror School Reunion

Motion Graphics / Film Titles

Conor Flood

IADT Dún Laoghaire Institute of Art, Design and Technology
Tutors: Gerard Fox, Geoffrey Perrin, Shirley Casey, Peter Evers



Skint

Motion Graphics / Film Titles

Tom Gillan

IADT Dún Laoghaire Institute of Art, Design and Technology
Tutors: Gerard Fox, Geoffrey Perrin, Shirley Casey, Peter Evers



Pandemoneum

Motion Graphics / Film Titles

Liam Hamill

IADT Dún Laoghaire Institute of Art, Design and Technology
Tutors: Gerard Fox, Geoffrey Perrin, Shirley Casey, Peter Evers



Always Running Away
Motion Graphics / Film Titles

—
Kate Hynes
IADT Dún Laoghaire Institute of
Art, Design and Technology
Tutors: Gerard Fox, Geoffrey
Perrin, Shirley Casey, Peter Evers



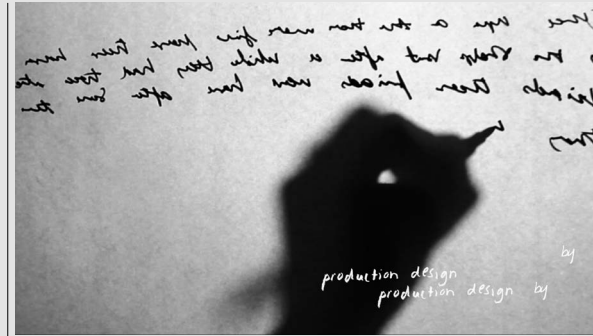
Bean Sidhe
Motion Graphics / Film Titles

—
Ronan Kelly
IADT Dún Laoghaire Institute of
Art, Design and Technology
Tutors: Gerard Fox, Geoffrey
Perrin, Shirley Casey, Peter Evers



Robbie Rabbit
Motion Graphics / Film Titles

—
Aleksandra Kulecka
IADT Dún Laoghaire Institute of
Art, Design and Technology
Tutors: Gerard Fox, Geoffrey
Perrin, Shirley Casey, Peter Evers,
Hilary Kenna



Maldives
Motion Graphics / Film Titles

—
Aisling Murphy
IADT Dún Laoghaire Institute of
Art, Design and Technology
Tutors: Gerard Fox, Geoffrey
Perrin, Shirley Casey, Peter Evers



That Old Feeling
Motion Graphics / Film Titles

—
David Pakenham
IADT Dún Laoghaire Institute of
Art, Design and Technology
Tutors: Gerard Fox, Geoffrey
Perrin, Shirley Casey, Peter Evers



Beasts Like Us
Motion Graphics / Film Titles

—
Stina Sandstrom
IADT Dún Laoghaire Institute of
Art, Design and Technology
Tutors: Gerard Fox, Geoffrey
Perrin, Shirley Casey, Peter Evers

05



The Lollipop Man

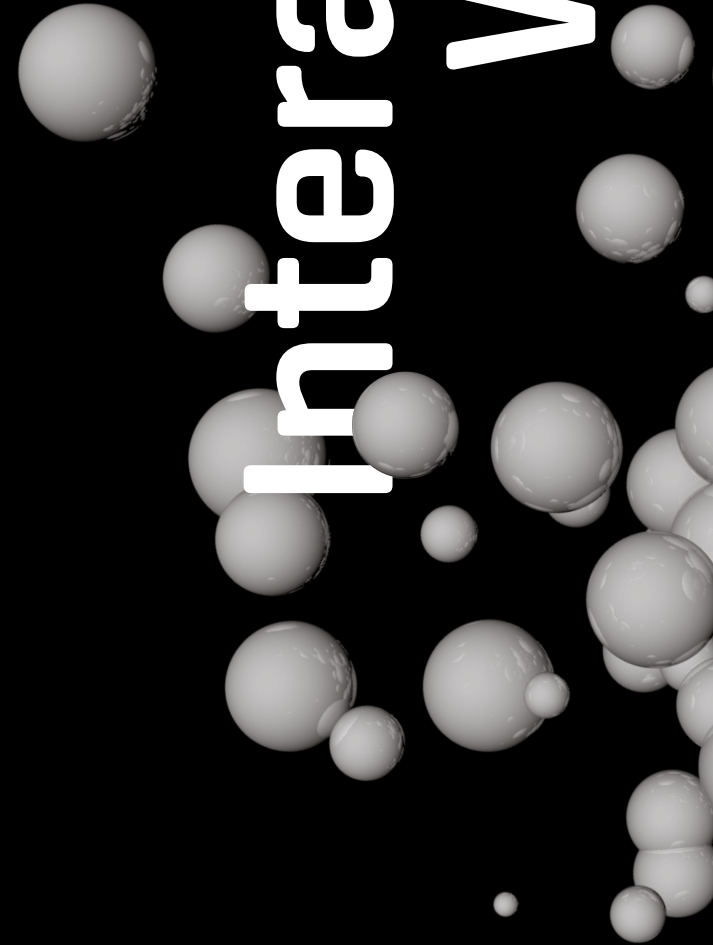
Motion Graphics / Film Titles

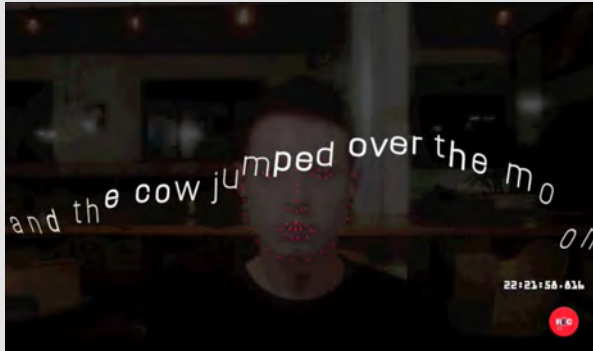
Ciara Wade

IADT Dún Laoghaire Institute of
Art, Design and Technology
Tutors: Gerard Fox, Geoffrey
Perrin, Shirley Casey, Peter Evers,
Hilary Kenna

06

Interactive Works





FaceType

Installation, website,
interactive media application

James Delaney

IADT Dún Laoghaire Institute of
Art, Design and Technology
Tutor: Dr. Hilary Kenna



Variable Types

Website of interactive
typefaces

Adam Kin

Ochota Station typeface

Oliwia Przeździecka

Brutalism typeface

Giorgia Covezzi

Old Town typeface

Joanna Świdarska

Warszawa typeface

Weronika Ławska

Synagogue typeface

Filip Wyrzykowski

Domki Gardens typeface

Polish-Japanese Academy
of Information Technology,
Warsaw, Poland
Tutor: Verena Gerlach,
Maciej Połczyński



Terminal_01

Website

Liam Hamill

IADT Dún Laoghaire Institute of
Art, Design and Technology
Tutor: Shirley Casey,
Richard Mc Elveen



KINETYPE

Installation

Ted Davis

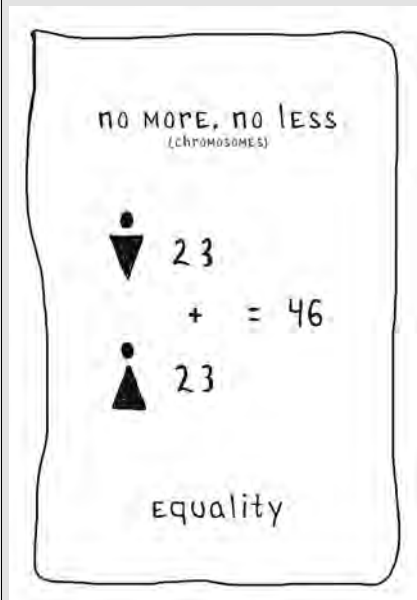
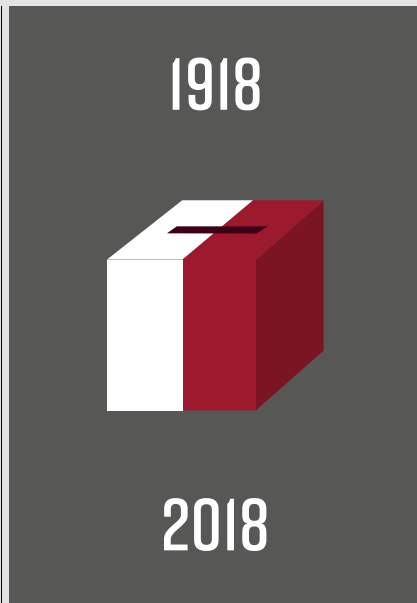
The Basel School of Design –
Freilager-Platz 1, 4002 Basel
Switzerland

Augmented Reality



Variations – women's rights

Improvisations – poetry



100 Years of Voting

AR Poster

—
Victor Bravo

Nikita Mazurkevych

Karolina Szymańczak

The Basel School of Design (FHNW/

HGK) + University of Illinois Chicago

Tutors: Marcin Wichrowski,

Jan Bajtlik

—

AR Channel: Cieszyn6

No More, No Less (Chromosomes)

AR Poster

—
Stanislav Sergeichuk

The Basel School of Design (FHNW/

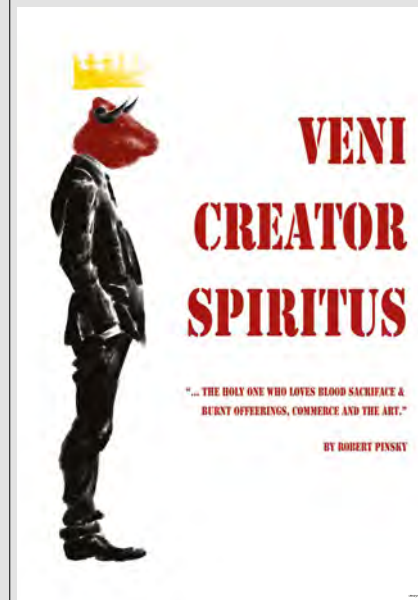
HGK) + University of Illinois Chicago

Tutors: Marcin Wichrowski,

Jan Bajtlik

—

AR Channel: Cieszyn2



Creatur Spiritus

AR Poster

—
Nastassia Tolstik

Anastasiia Pozhydaieva

The Basel School of Design (FHNW/

HGK) + University of Illinois Chicago

Tutors: Marcin Wichrowski,

Jan Bajtlik, Karolina Chmiel

—

AR Channel: Cieszyn007

Veni Creator Spiritus

AR Poster

—
Nadiia Romanenko

Yustina Sakalenka

The Basel School of Design (FHNW/

HGK) + University of Illinois Chicago

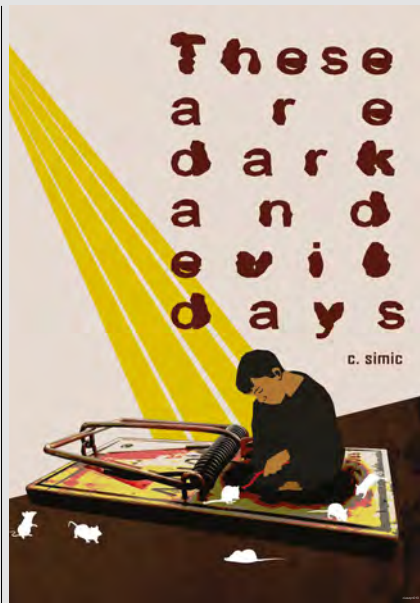
Tutors: Marcin Wichrowski,

Jan Bajtlik, Karolina Chmiel

—

AR Channel: Cieszyn015

07



Improvisations – poetry

These are dark and evil days

AR Poster

—
Minh Trang Le

Zuzanna Mikołajczak

The Basel School of Design (FHNW/

HGK) + University of Illinois Chicago

Tutors: Marcin Wichrowski,

Jan Bajtlik, Karolina Chmiel

—
AR Channel: Cieszyn010

Joachim Sartorius

AR Poster

—
Paulina Kowalska

Joanna Świderska

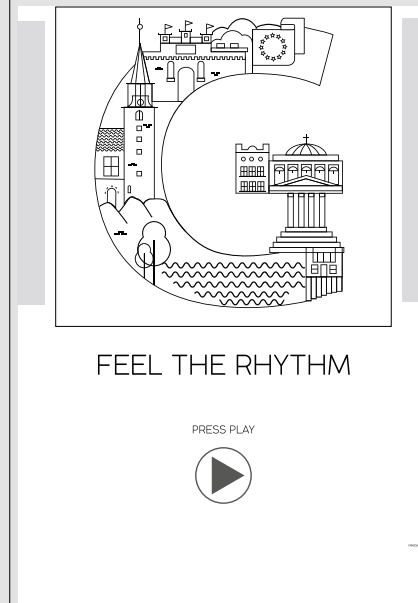
The Basel School of Design (FHNW/

HGK) + University of Illinois Chicago

Tutors: Marcin Wichrowski,

Jan Bajtlik, Karolina Chmiel

—
AR Channel: Cieszyn004



Improvisations – poetry

Robert Pinsky

AR Poster

—
Daryna Perederko

The Basel School of Design (FHNW/

HGK) + University of Illinois Chicago

Tutors: Marcin Wichrowski,

Jan Bajtlik, Karolina Chmiel

—
AR Channel: Cieszyn006

Feel The Rhythm

AR Poster

—
Darya Vasilyeva

The Basel School of Design (FHNW/

HGK) + University of Illinois Chicago

Tutors: Marcin Wichrowski,

Jan Bajtlik, Karolina Chmiel

—
AR Channel: Cieszyn006

Improvisations – poetry



Goodbye Alexandria

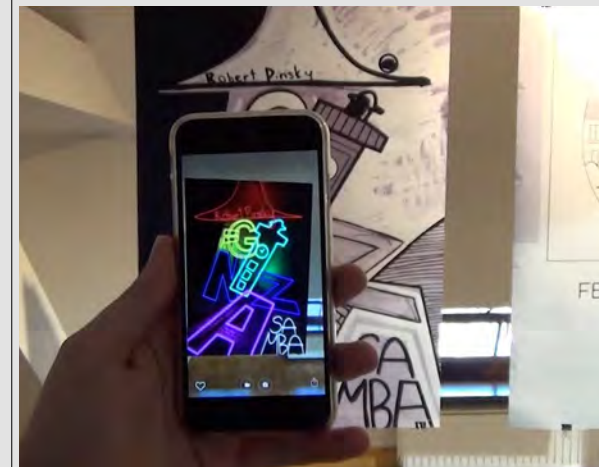
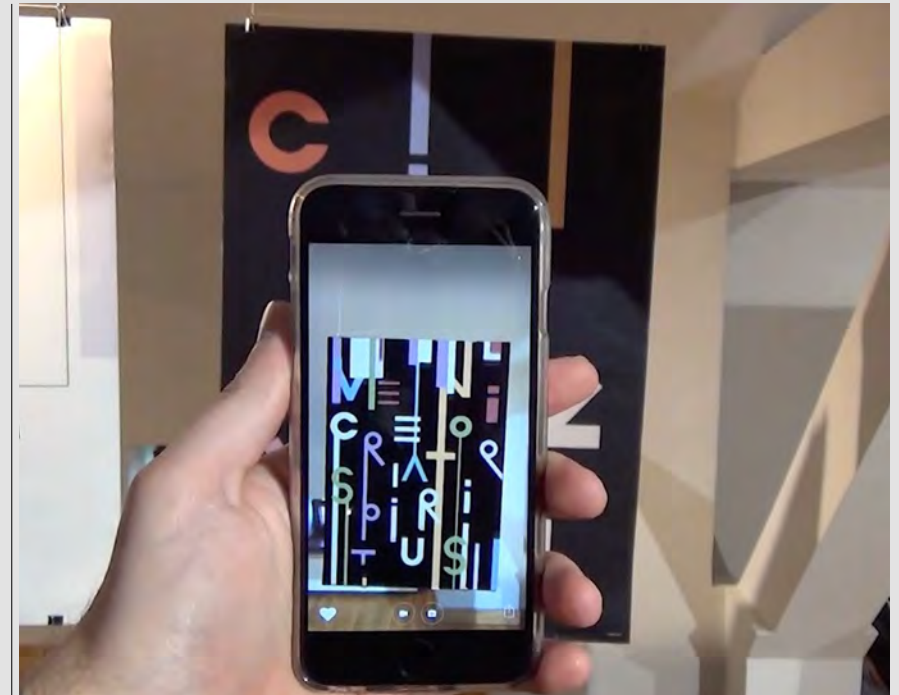
AR Poster

Aleksandra Przebirowska
Agnieszka Toczyska

The Basel School of Design (FHNW/
HGK) + University of Illinois Chicago

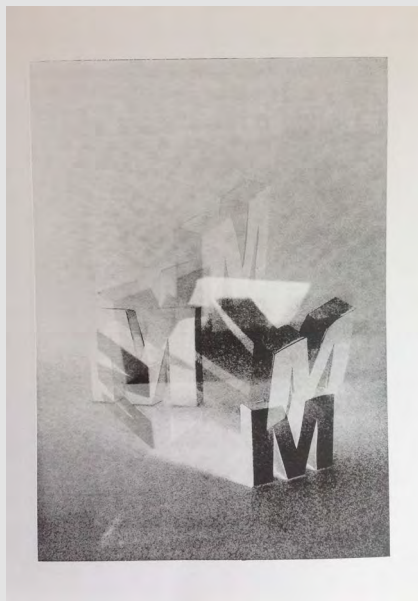
Tutors: Marcin Wichrowski,
Jan Bajtlik, Karolina Chmiel

AR Channel: Cieszyn011



ABOVE: Creatur Spiritus (AR poster)
by Nastassia Tolstik &
Anastasia Pozhydaieva in use

LEFT: Robert Pinsky (AR poster)
by Darina Perederko in use



y|t|m

AR Prints x 3 / Size A3

—

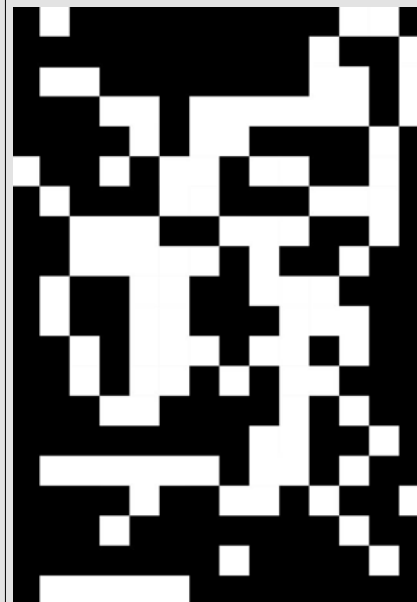
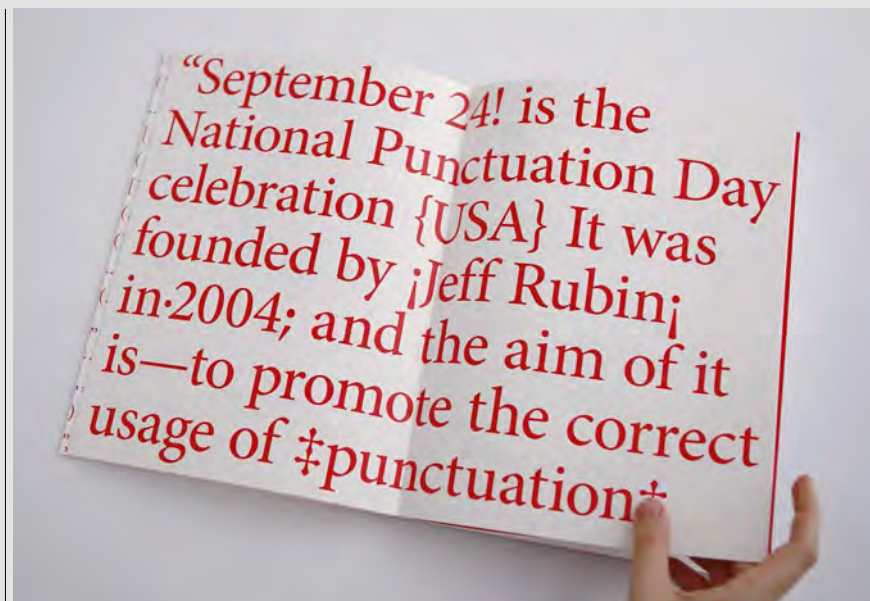
Igor Rams

Polish-Japanese Academy
of Information Technology,
Warsaw, Poland

Tutor: Prof. Andrzej Kalina

—

AR Channel: igorrams



Between words. Emotional punctuation

AR + book printed on
paper 27x28 cm AR + mp4
documentary + animations +
poster

—

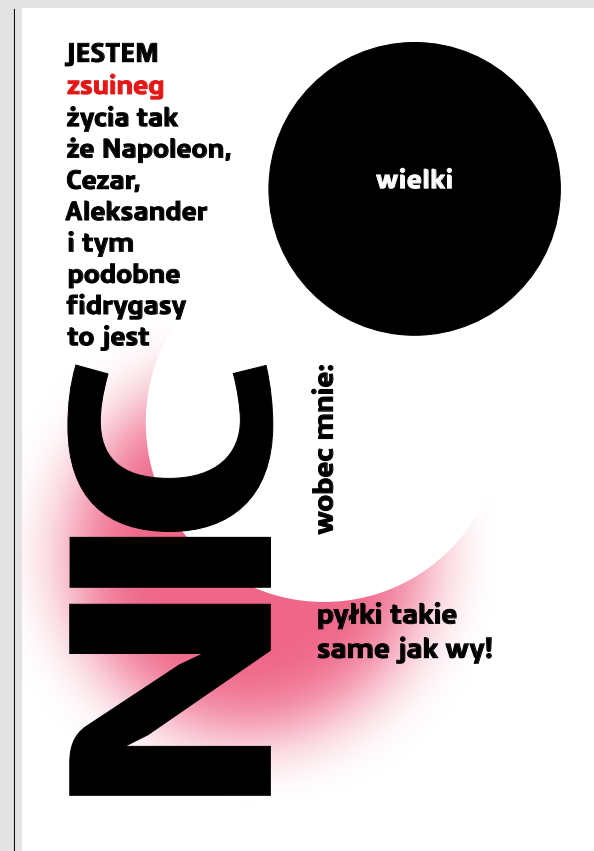
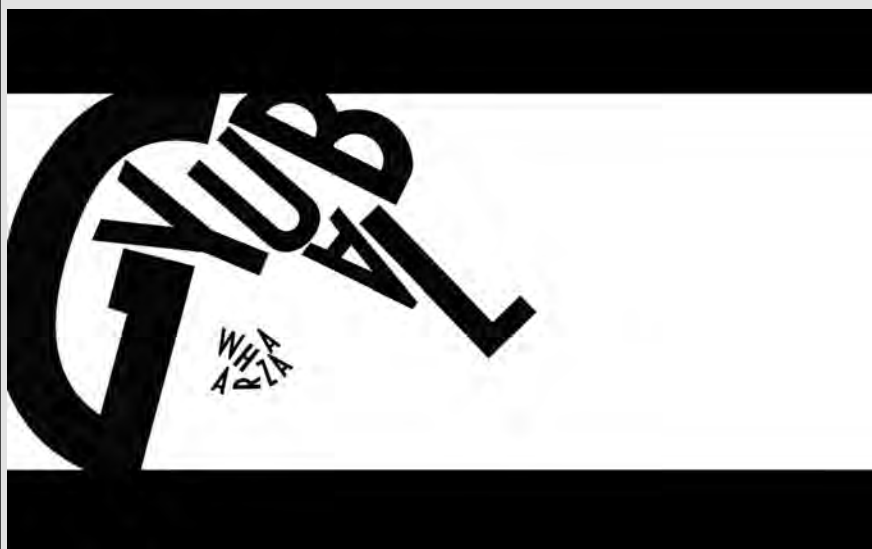
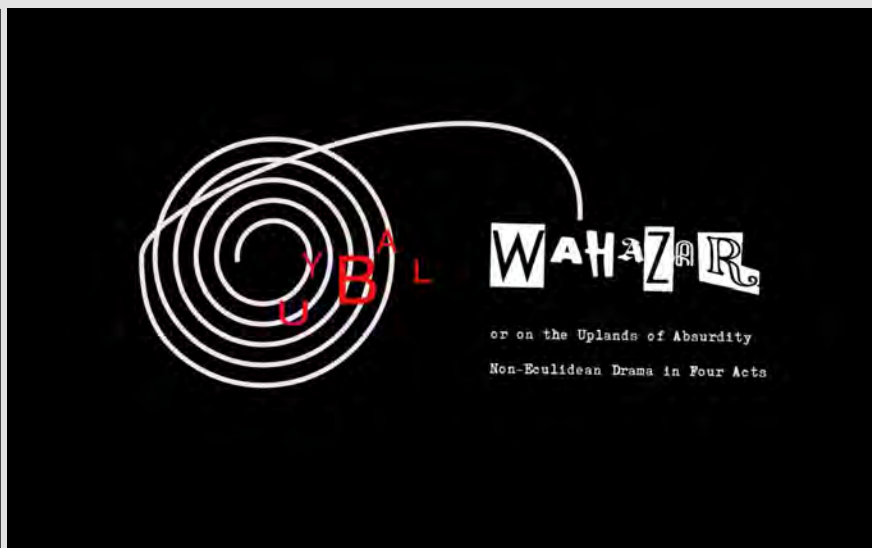
Olga Kulish

Polish-Japanese Academy
of Information Technology,
Warsaw, Poland

Tutor: Prof. Ewa Satalecka

—

AR Channel: olga-chekhova



Gyubal Wahazar

AR book, animation / film + poster A0

—

Lead Designer

Kinga Ostapkowicz

Team

Weronika Ławska, Joanna Świderska, Anna Wawer, Emilia Mięgisz, Andrzej Bach

Polish-Japanese Academy of Information Technology, Warsaw, Poland

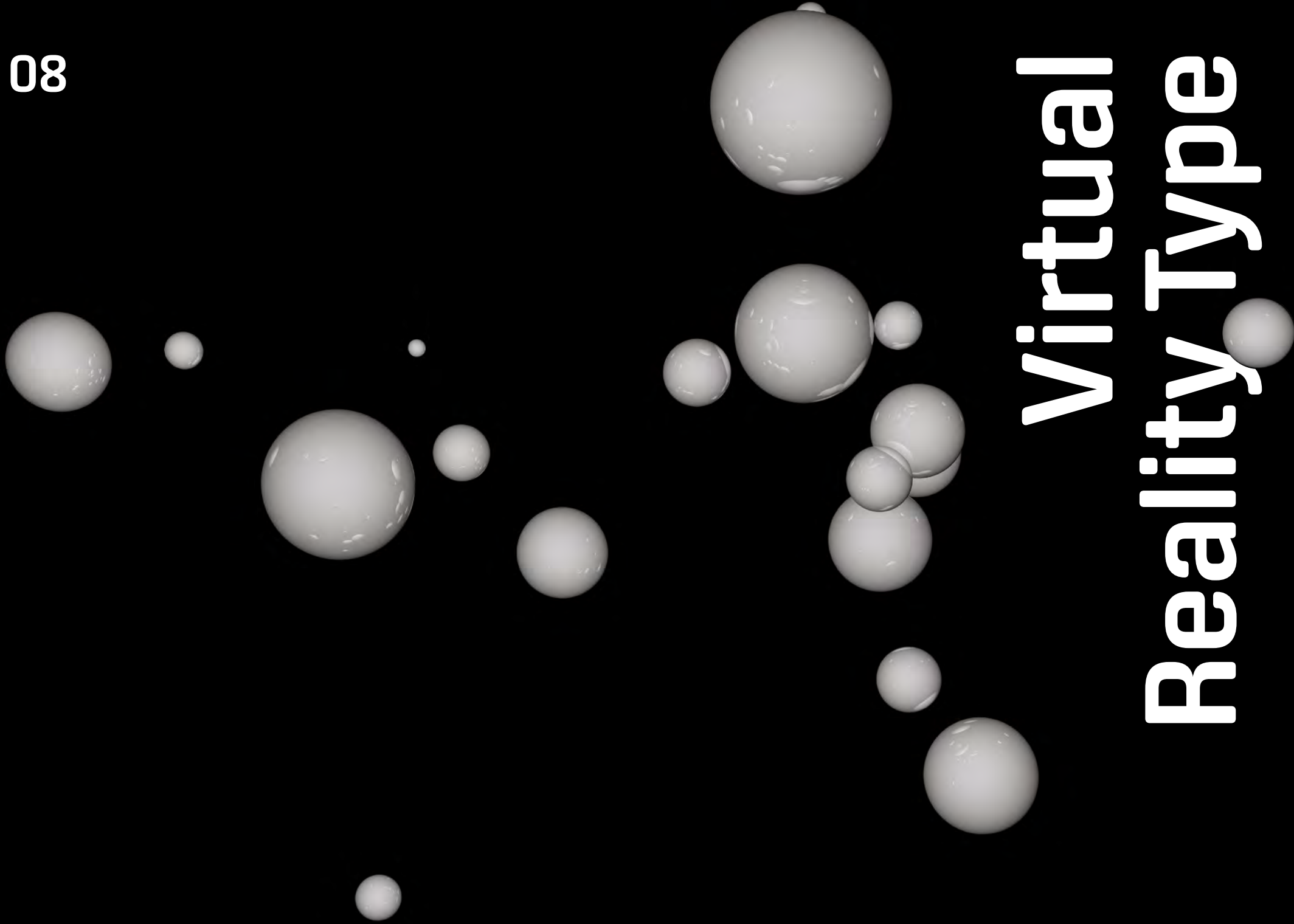
Tutor: Prof. Ewa Satalecka

—

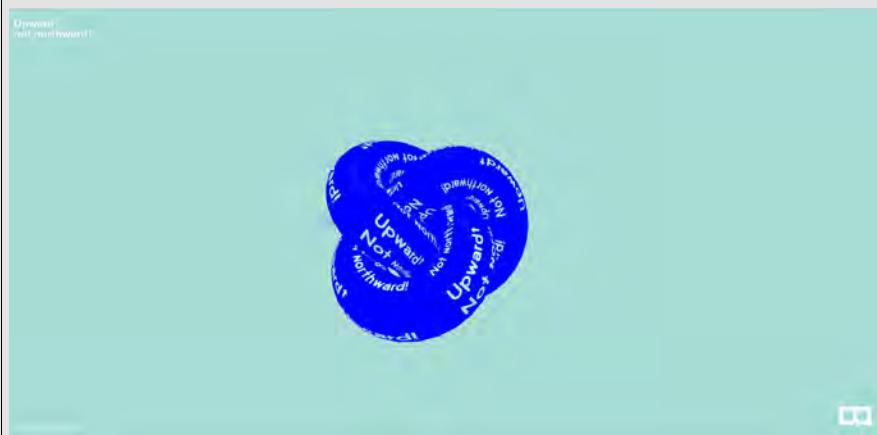
AR Channel: GyubalWahazar

POSTER: Kinga Ostapkowicz, Kinga Ostapkowicz, Kinga Ostapkowicz

Virtual Reality Type



08



Upward Not northward!

Web-based VR application

Yunxiang Bian

Royal College of Art,
London, England
Tutor: Eleanor Dare



Data Stream

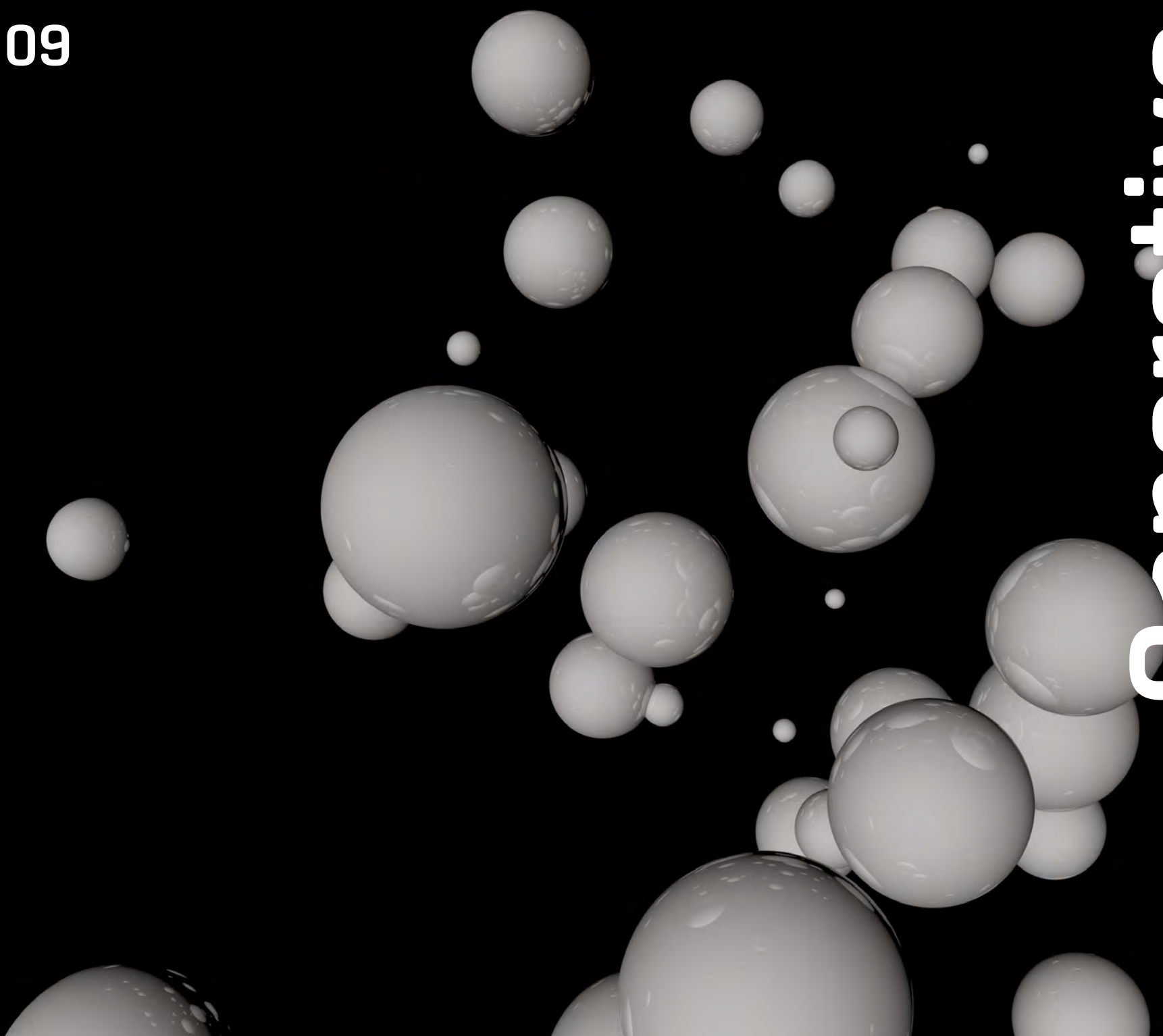
Virtual Reality Installation

Rob Griffin
Ruby Corcoran

IADT Dún Laoghaire Institute of Art,
Design and Technology, Ireland

Tutors: Rob Griffin, Hilary Kenna,
Shirley Casey

Generative Type



09

As the expansion and globalization of design through digital media, the original meanings of terms such as typography and programming—given way to confusion or new, understandings. As a result, the letterform, layout, or lettering is considered Typography, the original typographer is relegated to a matter of personal interpretation.



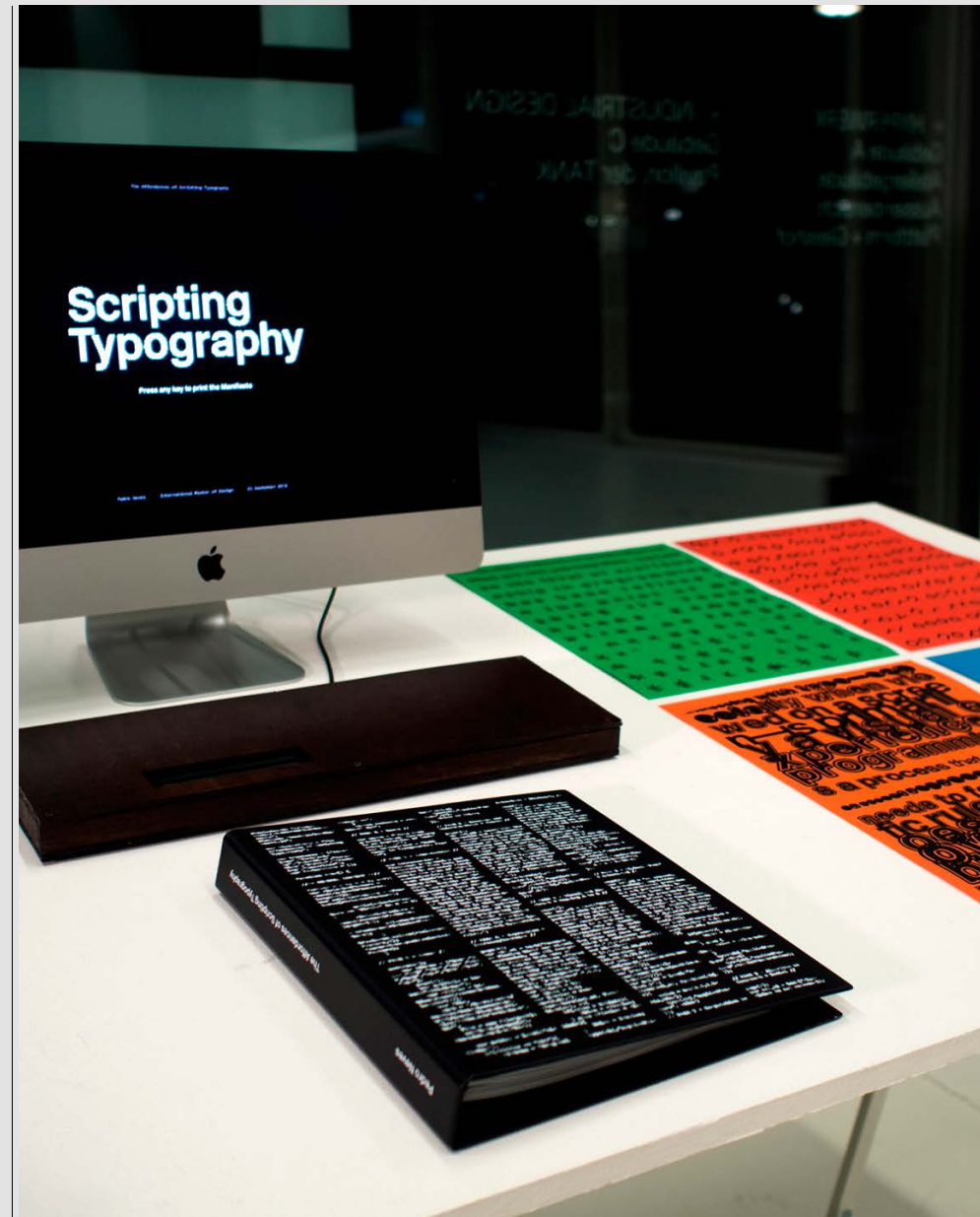
[The Affordance of] Scripting Typography

Installation & printed matter

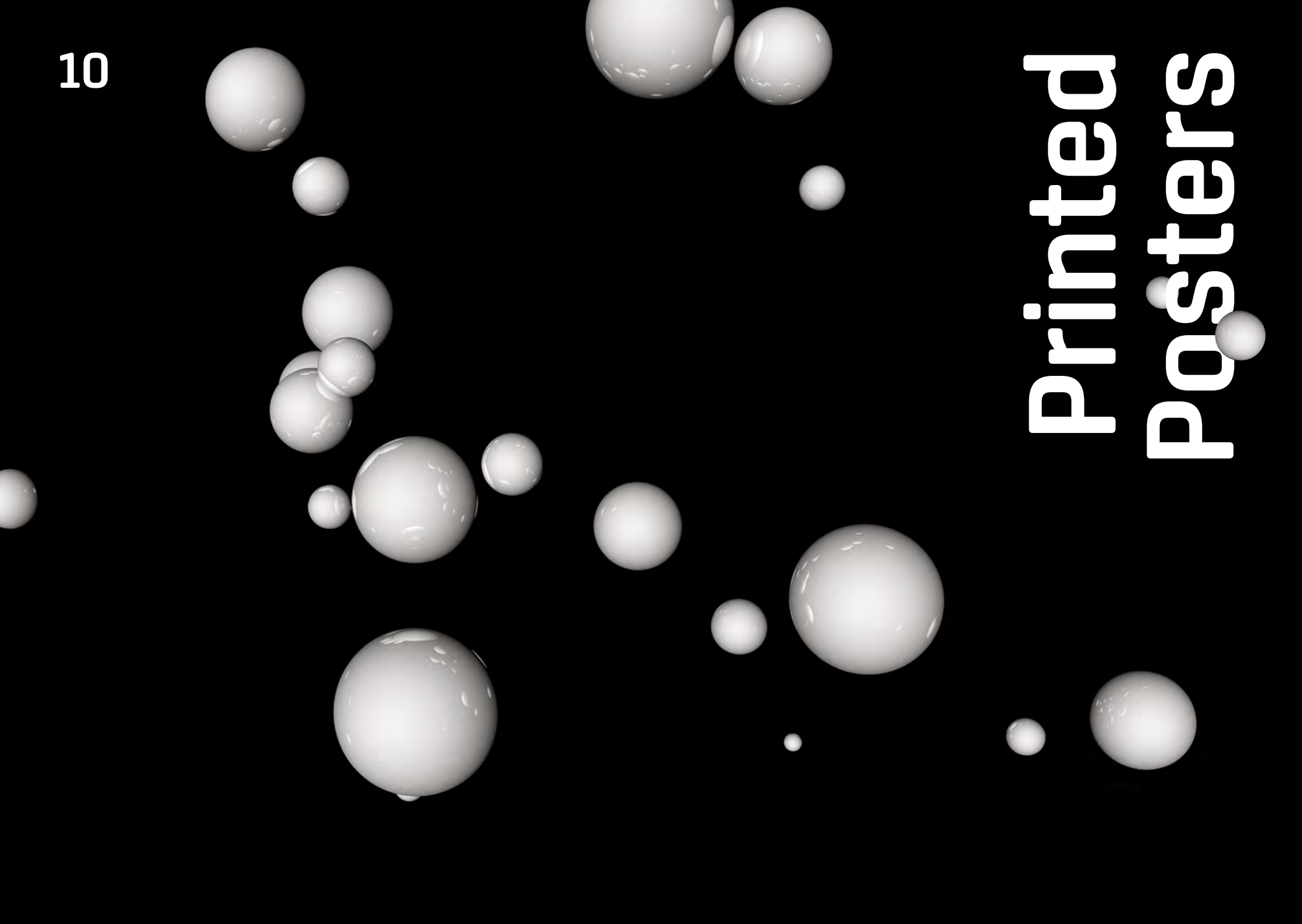
Pedro Neves

The Basel School of Design (FHNW/ HGK) + University of Illinois Chicago

Tutor: Ted Davis



Printed Posters





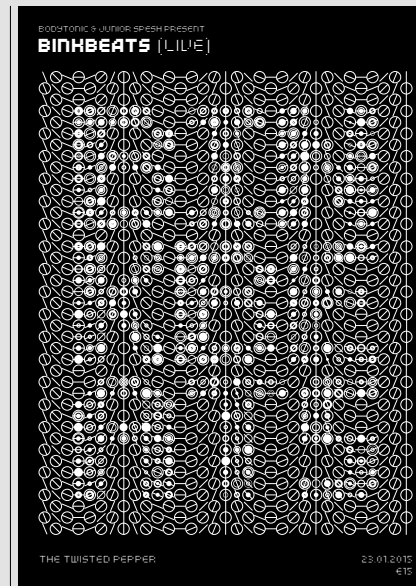
Tech Noir
Printed Poster

Ronan Kelly
Alumni IADT, Dún Laoghaire
Institute of Art, Design and
Technology, Ireland



Lil' Silva
Printed Poster

Ronan Kelly
Alumni IADT, Dún Laoghaire
Institute of Art, Design and
Technology, Ireland



Binkbeats
Printed Poster

Ronan Kelly
Alumni IADT, Dún Laoghaire
Institute of Art, Design and
Technology, Ireland

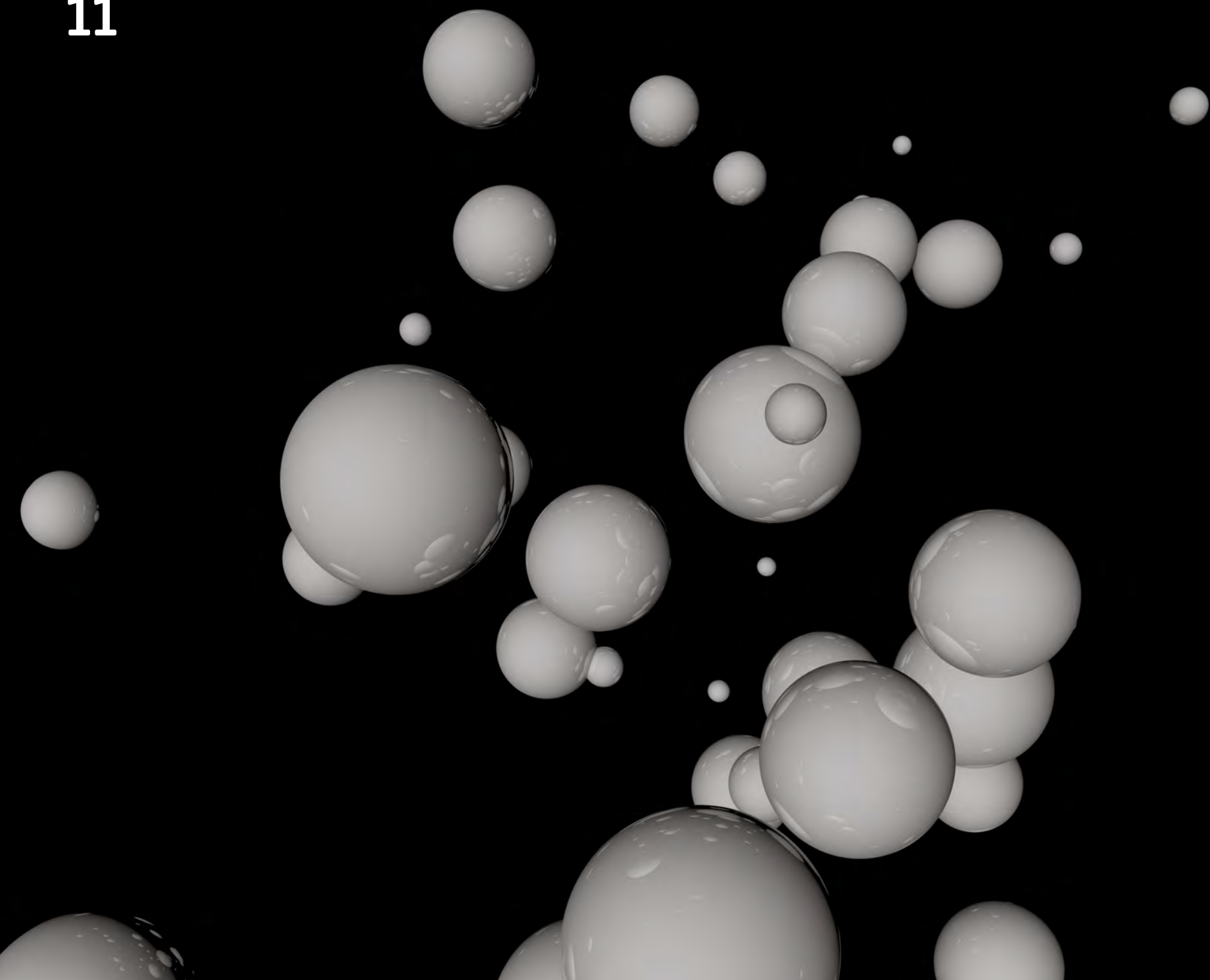


Greymatter & KRL
Printed Poster

Ronan Kelly
Alumni IADT, Dún Laoghaire
Institute of Art, Design and
Technology, Ireland

11

Game





Type Class

Board game

—
Weronika Rącz

Polish-Japanese Academy of
Information Technology during
plein-air in Zamek Cieszyń 2018
Tutor: Dr. Agnieszka Ziemińska

Motyf 2018 Team

Motyf is founded and co-curated by:

Professor Anja Stöffler, University of Applied Sciences Mainz, Germany

Professor Ralf Dringenberg, University of Applied Sciences for Design Schwäbisch Gmünd, Germany

Professor Ewa Satelecka, Polish-Japanese Academy of Information Technologies, Warsaw, Poland

Motyf 2018 is curated and developed by:

Dr Hilary Kenna, Dún Laoghaire Institute of Art Design and Technology (IADT), Dublin, Ireland in collaboration with the founding partners.

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Dr Hilary Kenna

Event Operations & Management

Avril Healy

Executive team

Jessica Fuller
David Smith
Bernard Mullarkey

Exhibition Design

Liam Doona

Identity Design

David Pakenham

Motion Graphics

David Pakenham
Tom Gillan

Web development

Maciej Połczyński

Additional Design

Detail. Design Studio

Organisation & Support

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Linda Carroll
Stefan Pas Berrios
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Shirley Casey
Richard Mc Elveen
Rob Griffin
Joachim Pietsch
Sue Reardon
Sonya Hogan
Annalise Rowe
Alexandra Connolly
Niamh McArdle
Abigail Guest
Neasa Flannery
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Orlaith Darcy
FACT Administration Team

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Colm Hennessy
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Louise Irving
IADT ICT Team

Symposium & Exhibition AV

WeeBox

Exhibition Installation

Maurice Ward Associates
IADT ICT Team
WeeBox
Liam Doona

Student Assistants

Alexandra Connolly
Abigail Guest
Niamh Mc Ardle
Annaliese Rowe

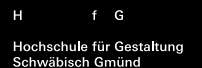
Dún Laoghaire-Rathdown County Council Management

Georgina Sweetnam
Dearbhla Lawson
Owen Lavery
Brenda McParland
Patricia Lynch

Social Media Consultant

Kerry Fitzgerald

Sincere thanks to the sponsors of the
Motyf 2018 Festival



Motyf 2018 is curated and hosted by Dún Laoghaire Institute of Art Design & Technology, Ireland (IADT) in partnership with the University of Applied Sciences, Mainz, School of Design Schwäbisch Gmünd, Germany and the Polish-Japanese Academy of Information Technology, Warsaw, Poland.

Sponsored by Dún Laoghaire-Rathdown County Council Local Enterprise Office

