



# **WHAT LIES BENEATH**

**JUNE 3.4.5 2015 FAENZA**

# 00. KERNING CONFERENCE

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

On June 3rd, 4th and 5th 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).

**THE ARTIST'S BOOK**  
(ETCHING & LETTERTPRESS)  
JUNE 3-4  
2 Day Workshop

**Damiano BANDINI**  
Typographer

**Enrico VERSARI**  
Artist

**Alberto ZANNONI**  
Artist

**RESPONSIVE DESIGN: CLEVER TIPS,  
TRICKS AND TECHNIQUES**  
JUNE 4  
1 Day Workshop

**Vitaly FRIEDMAN**  
Editor Founder at Smashing Magazine

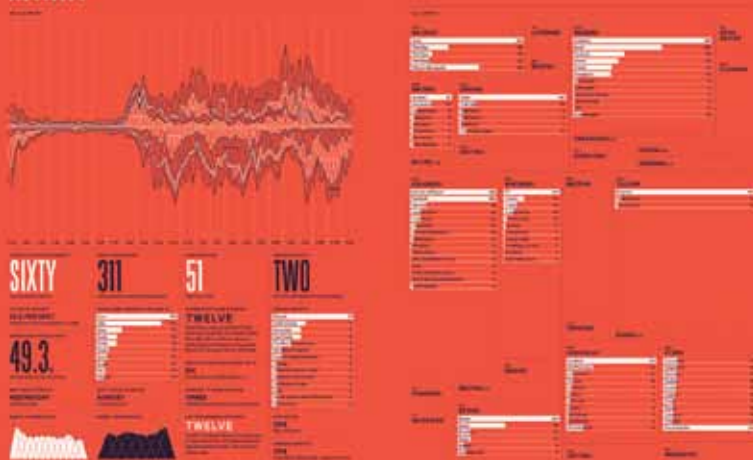
# 01. WORKSHOPS 2015

**DESIGNING  
NEWS**  
JUNE 3-4  
2 Day Workshop

**Francesco FRANCHI**  
Art Director

**Nicholas FELTON**  
Infographic Designer

ACTIVITY



**AN INTRODUCTION  
TO SPENCERIAN**  
JUNE 3-4  
2 Day Workshop

**Barbara CALZOLARI**  
Calligrapher





# 02. 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.

# 03. 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.







03.  
**FAENZA**



The background image shows the interior of a theater. A large, bright white screen is at the front, displaying the text 'Cinema Teatro SARTI'. The theater has multiple levels of seating, with the foreground showing rows of dark red seats. The walls and ceiling are ornate, with warm lighting from the sides.

## Cinema Teatro **SARTI**

# 04. **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.





04.

**CINEMA  
TEATRO  
SARTI**

**VECCHIA  
STAMPERIA**

**PALAZZO  
NALDI**







**Luc(as) DE GROOT**  
Type Designer



**Nina Stössinger**  
Type Designer



**Richard Rutter**  
Type Designer



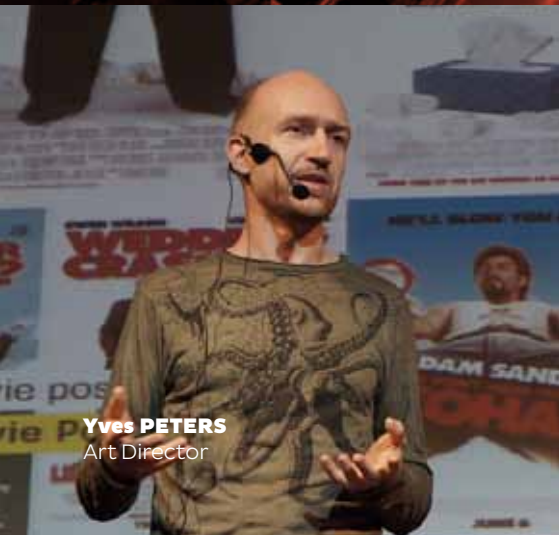
**Marko Dugonjić**  
Coder



**AN INTRODUCTION  
TO TYPOGRAPHY**  
1 Day Workshop

**Damiano BANDINI**  
Typographer

# 05. **KERNING** **2013** **FIRST** **EDITION**



**Yves PETERS**  
Art Director



**Aral BALKAN**  
Coder & UX Expert



**Bas JACOBS**  
Type Designer



**Christopher MURPHY**  
Coder & UX Expert





**Vincent CONNARE**  
MS Comic Sans Author



**Ellen LUPTON**  
ALGA gold medalist



**Elliot Jay STOCKS**  
Creative Director at TYPEKIT

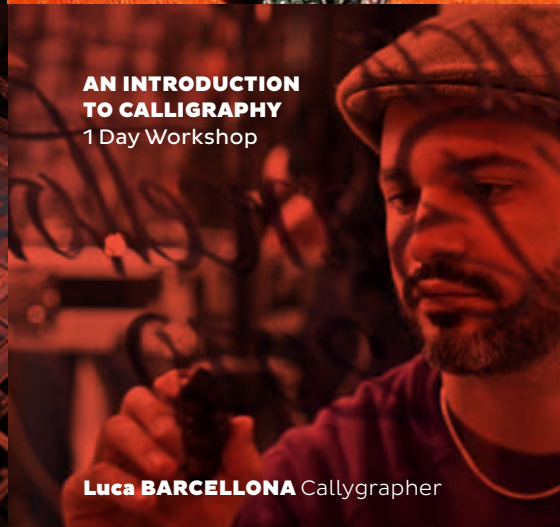


**Jessica HISCHE**  
Independent Letterer



**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

## 06. **KERNING** **2014** **SECOND** **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





# KERNING 2013 ENDS OF TYPOGRAPHY



**2** days  
**8** speakers  
**150** attendees  
**1** workshop  
**40%** Italians



# KERNING 2014 STROKE & SHAPE

**2** days  
**8** speakers  
**250** attendees  
**2** workshops  
**35%** Italians



# 07. GRUSP

We have been organizing international conferences for **12** years gathering to our venues more than **10.000** attendees



## PHP DAY 2014

**2** days

**24** speakers

**308** attendees

**5000+** video streaming connections



## JS DAY 2014

**2** days

**23** speakers

**324** attendees

**5000+** video streaming connections



## Better Software 2014

**3** days

**30** speakers

**240** attendees



# 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

## Sponsorships

### Francesco Fullone

francesco@kerning.it

+39 347 2243285

### Maurizio Piacenza

maurizio@kerning.it

+39 339 5997163

## Speakers

### Enrico Stradaoli

enrico@kerning.it

+39 338 4689953

## Town & Venue

### Beatrice Bassi

beatrice@kerning.it

+39 333 2888213