



## 2013 Theme

### POINT -

"Point Counter Point" is that early form of musical polyphony in which multiple melodies combine to build a composition. It is easy to imagine how this translates to the details of visual communication and typographic design – using contrasting shapes and directions to make striking statements.

It is an approach to composition that resonates well with the visual and musical culture of the Netherlands.

Dutch culture is noted for its directness, openness to argument, and sometimes confrontational dialog. In past centuries, Holland was a haven for free thought and dissident voices, printing texts that were clandestine elsewhere.

In past decades, it has been a hothouse of practical, cutting-edge and often slightly subversive thinking about the graphic form and its building blocks – images and type.

- COUNTER



*"ATypI 2013 Amsterdam will tap into these aspects of its hosting country to examine the conflicts, challenges and synergies our profession faces in this current era of fundamental changes and shifts."*

- POINT

