

Locations:

Museum für Kunst und Gewerbe Hamburg (MK&G),
Steintorplatz 1, 20099 Hamburg

Universität Hamburg (UHH), Centre for the Study of Manuscript Cultures (CSMC),
Warburgstraße 26, 20354 Hamburg

Organizers:

Huda Smitshuijzen AbiFarès (Khatt Foundation)

Jasmin Holtkötter (MK&G)

Shervin Farridnejad (CSMC/UHH)

Wibke Schrape (MK&G)

SHIFTING SCRIPTS

24.04.
—26.04.
20
25

INTERNATIONAL CONFERENCE
Contemporary Arabic & Persian
Graphic Design

MK&G
Museum für Kunst
& Gewerbe Hamburg

UHH
Universität Hamburg
DER FORSCHUNG | DER LEHRE | DER BILDUNG

Kingdom of the Netherlands

Khatt Foundation
Center for Arabic Typography

CENTRE FOR THE
STUDY OF
MANUSCRIPT
CULTURES

DFG Deutsche
Forschungsgemeinschaft

CLUSTER OF EXCELLENCE
UNDERSTANDING
WRITTEN ARTEFACTS

Poster Design:
Amir Mahdi Moslehi

Thursday, April 24

- **Museum für Kunst und Gewerbe Hamburg, Steintorplatz 1**

16:00 REGISTRATION

16:30 OPENING REMARKS

Tulga Beyerle (MK&G)
Wibke Schrape (MK&G)
Shervin Farridnejad (CSMC/UHH)

17:00 INTRODUCTION

Huda Smitshuijzen AbiFarès
(Khatt Foundation)
*Inner Structures – Outer Rhythms:
Contemporary Arab and Persian
Graphic Design*

17:45 VISIT TO THE EXHIBITION

18:30 GET TOGETHER

Friday, April 25

- **Centre for the Study of Manuscript Cultures, Warburgstraße 26**

9:00 REGISTRATION

9:30 **PANEL 1: Beyond Calligraphy**

Chair: Shervin Farridnejad (CSMC/UHH)

Bahia Shehab (The American University
in Cairo)
*The Language of Connection: Activating
Communities through Arabic Letters*

Amir Mahdi Moslehi (CSMC/UHH)
*From Calligraphy to Type Design:
Purpose and Process*

Lara Assouad (Landor, Dubai)
The Case for a Typographic Kufi

Alba Fedeli (CSMC/UHH)
*Historical Scripts Between Cultural
Legacy and Academic Research: A Kufic
Type Design Project*

11:30 COFFEE BREAK

12:00 **PANEL 2: Rhythm in Music, Poetry,
and Script**

Chair: Yasemin Gökpinar
(Humboldt-Universität zu Berlin)

Asghar Seyed-Gohrab (Utrecht
University)
*The Musical Enchantment of Hafez's
Poetry*

Kourosh Beigpour (KB Studio)
*Curves and Cadence: The Intersection of
Iranian Calligraphy, Music, and Poetry*

Amir Karimian (Graphic Designer &
Motion Graphic Artist)
*The Synergistic Relationship
Between Rhythm in Poetry and
Music and Its Representation in
Graphic Design (in Persian)*

13:30 LUNCH BREAK

- **Museum für Kunst und Gewerbe Hamburg, Steintorplatz 1**

14:30–18:30 **WORKSHOP: Type & Politics**
Golnar Kat Rahmani (Berlin International
University)

Saturday, April 26

- **Museum für Kunst und Gewerbe Hamburg, Steintorplatz 1**

9:00–13:00 **WORKSHOP: Arabic Lettering
Workshop (Episode 21): East–West**
Kristyan Sarkis (TPTQ Arabic) &
Amir Mahdi Moslehi (CSMC/UHH)

- **Centre for the Study of Manuscript Cultures, Warburgstraße 26**

13:00 LUNCH BREAK

14:00 **PANEL 3: Typography as Cultural
Engagement**

Chair: Huda Smitshuijzen AbiFarès (Khatt
Foundation)

Iman Raad (Independent Graphic Designer
and Visual Artist)
Persian Design and Typography Movement

Kristyan Sarkis (TPTQ Arabic)
Type, Voice, Identity

Walid Bouchouchi (Akakir Studio)
TypoTales

Borna Izadpanah (University of Reading)
*Typography Across Cultures: Tracing
Iranian Newspaper Typefaces to Their
Multicultural Origins*

16:00 COFFEE BREAK

16:30 **PANEL 4: Graphic Design in the
Cultural Sphere**

Chair: Jasmin Holtkötter (MK&G)

Jana Traboulsi (American University of
Beirut)
A Critical and Creative Design History

Aria Kasaei (Studio Kargah)
Graphic Design for Art and Culture in Iran

Golnar Kat Rahmani (Berlin International
University)
Multilingual Design in Practice

Hatem Iman (Studio Safar)
The Multilingual Moment

18:30 CLOSING REMARKS



For more information,
updates and registration