Fight for Kindness: A Global Celebration of Typography and Kindness

November, 2023
curated by TypeCampus / Written by Brenda Vaiani

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In these tumultuous times, and in an even more self-centric world, genuine acts of kindness are becoming endangered, teetering on the brink of obsolescence. Recognizing this alarming trend, **TypeCampus**, in collaboration with **Italy's distinguished type foundry, Zetafonts**, proudly presents "**Fight for Kindness**."
This influential initiative **is a clarion call to the design community worldwide to illuminate the power of kindness through the medium of typography**. The project converges the worlds of art and empathy, capturing the essence of kindness, peace, mutual trust, courage, inclusiveness, and ethical integrity.

In it's first edition in 2022, Fight for Kindness has collected several recognitions and awards, including the **Indigo Gold award** in Integrated Graphic Design for Social Change, **Best of the Best** in Social Responsibility at the **C2A**, and it was shortlisted in the **Design for Good category of the Art Directors Club 102nd Award**.

The project, designed to mark **World Kindness Day celebrated annually on November 13th**, is now in its second edition: this year's response was overwhelming: **Over 300 contributions,** using 11 different scripts and languages, **from illustrators and visual artists from every corner of the globe that supported the cause,** creating a typographical message that highlights the myriad dimensions and forms of kindness.

Debora Manetti, co-founder of Zetafonts and program Director of TypeCampus, pondered the project and saw typography as a powerful catalyst for cultural and social transformation. **"***Kindness is more than mere formalities. It encapsulates values that I hold dear. In the ever-evolving dynamics of human relationships, **kindness stands as an emblem of intelligence**. It's the subtle force that can enact monumental changes in our world. With 'Fight for Kindness,' we aim to harness the creative industry's immense potential to rekindle this spirit, **forging connections** with designers, creative events, magazines, and design schools across the globe.***"*

"In our 2023 Fight for Kindness campaign we also introduced a "guest selection" – continues **Shrishti Vajpai**, art director and project manager of the project – *A group of exceptionally talented designers, including* [Tina Touli,](#) [David Jon Walker,](#) [Martyna Wedzicka,](#) [Oriana Gaeta](#) *and* [LeonardoWorx](#) *known for their expertise in design and typography, have embraced the cause and joined the movement: The influence of these renowned designers broadens the campaign's reach and amplifies its impact, infusing it with a **contemporary visual language and with messages aligned with our shared desire for a kinder world"*. Defining a clear idea of typography and design: they aren't just about aesthetics; they are powerful tools in shaping the world we live in.

Fight for Kindness is a non-profit cultural initiative conceived by the **TypeCampus** Team and sponsored by **Zetafonts** Foundry.

With the support of **Cosimo Lorenzo Pancini** e **Francesco Canovaro**, the collaboration of **Brenda Vaiani** and **Sofia Bandin**i, **Debora Manetti** carries out this project side by side with the talented designer **Shrishti Vajpai**, struggling every day with the time zone between Florence and New Delhi.

Fight for Kindness is also supported by a robust affiliation with renowned design institutions including **Print Magazine**, **Type01**, **C2Awards**, **Communication Arts**, **Indigo Awards**, **ADCI**, **Typeroom**, **You Creative Media**, **DNA Paris**, **People of Print**, **D&AD**, **The District**, **Farmani Group**, and the **European Art Directors Club** (now under the auspices of **The One Club**) beyond **Zetafonts** Foundry. As a result, it stands as a testament to typography's remarkable capacity to communicate potent and transformative messages.

This year, the global, multi-location, exhibition will showcase these typographic tributes f**rom Milan to Los Angeles**, **Sofia**, **Rome**, and **Budapest**. Join the movement. ***Let's celebrate kindness together!***

Milan, Italy
Naba Milano Library
November 13th, 2023 > February 28, 2024
Organized by Naba

Sofia, Bulgaria
Coffee Syndacate
2-13 November 2023
Organized by Studio Komplekt as part of Melba Festival

Budapest, Hungary
House of Lucie Art Gallery
Opening event November 7th
Exhibition: November 7-13th, from 2-7pm
Organized by Farmani

Rome, Italy
Naba Rome Library
November 13th, - December 31, 2023
Organized by Naba

Los Angeles, US
Junior High Los Angeles
November 5th, 2023
Organized by Leah Perrino

> IMAGES and SOCIAL MEDIA ASSETS are AVAILABLE AT THIS LINK

> Link > https://www.typecampus.com/fight-for-kindness

> Official hashtags: > #fightforkindness ; #typecampus ; #worldkindnessday ; #posterdesign #contemporarytype #typographydesign #graphicdesign #graphicdesigner

Short Version of the Press Release

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Fight for Kindness 2023: typography as a tool for social change

TypeCampus has launched "**Fight for Kindness**," a global initiative urging designers to promote kindness through typography. After winning notable awards in its debut year, the project returned for its second edition on **World Kindness Day**, attracting the international design community. Zetafonts co-founder Debora Manetti and **Shrishti Vajpai**, art director and project manager of the project view typography as a transformative societal tool. The 2023 campaign involves leading designers, emphasizing design's power beyond aesthetics in shaping a kinder world.

More than 300 talented newcomers and **experienced design lecturers and creators**, including Tina Touli, Leonardoworx, David John Walker, Rachel Denti, Nathan Bell, Momentum Worldwide Canada, Ibrahim Zaiki, Nikolaas Kotzé, Martyna Wedzicka and more!

The non-profit project is sponsored by Zetafonts together with notable partners like Print Magazine, Type01, Typeroom, C2A, Indigo Awards, Communication Arts, You Creative Media, DNA Paris, People of Print, D&AD, The District, Farmani Group, ADCI, Art Directors Club of Europe (now part of The One Club).

Selected artworks are featured in this 2023 global, **multi-venue exhibition in Milan, Sofia, Budapest, Rome and Los Angeles** to celebrate **World Kindness Day in November**.

Be part of Fight for Kindness, *let's celebrate kindness together!*

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Instagram Copy Suggestion:
Fight for Kindness 2023: typography as a tool for social change

How can small acts of kindness create a positive impact in our daily lives? This is the focal point proposed to the design community for "Fight for Kindness" campaign: **a call for typographic messages** about the **importance of kindness** joined by talented newcomers and **experienced design lecturers and creators**, including @tinatouli @leonardoworx @davidjonwalker @racheldenti @nathanbell and more! **Join the movement!**

Fight for Kindness is now at its second edition: a non-profit project by @typecampus sponsored by @zetafonts together with notable partners like @print_mag @type01_ @typeroom.eu @c2award @indigoawards @communicationarts @peopleofprint @d_and_ad @artdirectorsclubitaly @adceurope (now part of @theoneclubforcreativity) @youcreativemedia @dna_paris @distr.ict @farmani_group