



PRESS RELEASE ZETA FONTS / TypeTrends Lookbook 2023 en\_rev1

## The 2023 Type Trends Lookbook: an exploration of contemporary visual counter-trends as a response to the unpredictable events of recent years.

*Presented as an international preview at the Off Festival in Barcelona, the 2023 edition of the Type Trends Lookbook is now available: more than 400 pages of visual and typographic exploration curated by the TypeCampus team and sponsored by the Italian foundry Zetafonts*

**Florence, May 31, 2023**

Since the release of the 2022 Type Trends, not much appears to have changed so much in the world of graphic and type design. A mix between *artificial nostalgia*, *normcore brutalism* and *digital euphoria* is still defining visuals. At the same time, the world has been impacted by many unexpected, highly improbable events. They are what sociologist Nassim Nicholas Taleb calls "Black Swans": wars, global pandemic, populism and hate fueled by social digital technologies, the rise of artificial intelligence and a global environmental crisis. In this current state of **global confusion**, the pursuit of trends seems trivial and irrelevant, merely a product of a capitalistic and production-oriented perspective.

*"Inspired by the concept of understanding the visual response to the many unexpected events of our times, our team has decided to meet some of the most interesting and innovative creators and thinkers to transform this 2023 issue in a **conversation on the hidden, emerging "counter-trends" that have arisen in recent years.**"*

Says Cosimo Lorenzo Pancini, concept and creative director of the project.

**The Counter Spaces - Typography in the Age of Black Swans** presents the work and the thoughts of more than 26 design creators and thinkers to guide the reader in a world of undefined and antagonistic areas in visual and typographic design. These "counter-spaces", include not only visual styles, but also business models, work philosophies, and social design considerations.

**The Counter Spaces - Typography in the Age of Black Swans** is a must-read for anyone interested in graphic design, typography, and their links to the social and cultural zeitgeist. It offers a unique perspective on the role of design in society, and how typography can be used to create meaning and connection in a world that is constantly changing. Whether you are a designer, a student, or simply interested in the way design shapes our world, this book will leave you with a new appreciation for the power of typography to inspire, engage, and transform.

**The Counter Spaces** features the work and the words of: **Gab Bois, Victor Baltus** (Type Design Class), **Beatrice Caciotti, Kevin Cantrell, Ninan Chacko** (Monotype), **Andy Cruz** (House Industries), **Jessica Deseo** (The Dieline, Print Magazine), **Oded Ezer, Brandon Fretwell, Måns Grebäck, Lucas Hesse, Loukas Karnis** (TypeRoom), **Erik Kessels** (Kesselskramer), **Deborah Lynne Kugler, Tien Min Liao, Pann Lim** (Rubbish Magazine), **Kristie Malivindi** (JKR), **Nunzio Mazzaferro** (Collettivo), **Raven Mo, Valerio Monopoli, Kiel D. Mutschelknaus, Duy Nguyễn** (M – N Associates), **Toshi Omagari, Dirk Petzold** (We and the Color), **Ksenya Samarskaya, Alex Slobzheninov, Panos Vassiliou** (Parachute), **Martyna Wędzicka-Obuchowicz**

Soon available on Amazon. The digital version is free to download at this link:

<https://i7rwz2s8.sibpages.com/>

Type Trends Lookbook Vol 5 / 2023: **The Counter Spaces (Typography in the Age of Black Swans)**

## A project by Typecampus, sponsored by Zetafonts

Concept & Creative Direction: **Cosimo Lorenzo Pancini**

Art Direction & Editorial Design: **Isabella Ahmadzadeh**

Zetafonts Catalogue Graphi Design: **Sofia Bandini**

Texts by: **Isabella Ahmadzadeh and Cosimo Lorenzo Pancini**

Accounting & Production Management: **Debora Manetti**

All typefaces by **Zetafonts Foundry** (Francesco Canovaro, Cosimo Lorenzo Pancini, Andrea Tartarelli, Mario de Libero, Debora Manetti)

*Brand names and trademarks are cited for illustrative purposes only, no affiliation or endorsement is intended. No lazy dog was harmed in the making of the book.*

### \_\_\_ SHORT VERSION

Zetafonts presents the new issue of the **Type Trends Lookbook** series, titled **The Counter Spaces (Typography in the Age of Black Swans)**. Curated by the [Type Campus](#) team, it is an exploration of the many contemporary counter-trends in the world of design and typography, that have arisen in response to the unpredictable events of recent years. Soon available on Amazon. Digital version is free to download.

- Official download link: <https://i7rwz2s8.sibpages.com/>
- [Zetafonts Blog post](#)
- PRESS KIT / IMAGES ARE AVAILABLE AT < [THIS LINK](#) >**

---

[Zetafonts](#) and [TypeCampus](#) are part of Ligature Srl

CONTACT: Debora Manetti / [debora@zetafonts.com](mailto:debora@zetafonts.com)

Follow us on [Instagram](#), [Behance](#), [Facebook](#) or [LinkedIn](#) for more updates.



## MORE FROM ZETA FONTS

Discover the **TypeCampus Academic Resources**:

An agreement, totally free-of-charge, dedicated to design schools. A series of tools and resources to help students orientate in this wide and wild typographic design space!

> [TypeCampus Academic Plan](#)

**Kindly join the revolution: Fight for Kindness!**

In an increasingly self-oriented society, exacerbated by the experiences of pandemic isolation, kindness has collapsed, risking becoming a legacy of times gone by. Peace and mutual trust are becoming more important than ever, and any action that can work in this direction is our human responsibility.

Each year, in November, people across the globe celebrate World Kindness Day, which promotes the importance of being kind to each other and to the world. This project is a unique opportunity to build awareness around this annual appointment, by unifying design communities and celebrating Kindness in a more inspiring way.

Selected entries will get a chance to be featured in our online gallery, social media channels and more; be a part of digital and physical expositions, in the most influential international design schools.

> [Fight for Kindness](#)

**Be part of the Zetafonts TypeClub**

By joining the Zetafonts TypeClub is it possible to receive update about the initiative of the foundry: news and curiosity about the new typefaces, exclusive promotions, a fee licence a month with the Singularity program and much more, directly in your inbox.

> [Zetafonts TypeClub](#)

**[CLICK HERE](#) FOR THE ZETA FONTS PRESS AREA**

External Communications Manager Ligature Srl / Debora Manetti / [debora@zetafonts.com](mailto:debora@zetafonts.com)

Follow us on [Instagram](#), [Behance](#), [Facebook](#) or [LinkedIn](#) for more updates.