

fcad | FACULTY OF  
COMMUNICATION & DESIGN

# DEAN'S LECTURE SERIES

SCHOOL OF  
GRAPHIC COMMUNICATIONS MANAGEMENT

FASHION / GRAPHIC COMMUNICATIONS MANAGEMENT / IMAGE ARTS / INTERIOR DESIGN / JOURNALISM / RADIO AND TELEVISION ARTS /  
ROGERS COMMUNICATIONS CENTRE / THEATRE / PROFESSIONAL COMMUNICATION



*Mr. Richard Kegler is the founding partner of P22 type foundry, which originated in 1994 as an outgrowth of his Master's thesis project on Marcel Duchamp. His background in typography and book arts includes ventures in bookbinding and letterpress printing. However, the historical context and the background of type continue to be his greatest interest and shape the evolution of P22. Richard is also the former chair of the Society of Typographic Aficionados and founder of the Western New York Book Arts Collaborative.*

**WEDNESDAY MARCH 19, 2008**

6:00 PM / RCC 204 Eaton Auditorium

80 Gould Street, Rogers Communications Centre

## **RICHARD KEGLER**

Founding Partner, P22 Type Foundry, Buffalo

### **Finding Your Type**

In his presentation, Richard Kegler will provide a brief history of P22 type foundry, outlining its growth from a prankster art collective to a well-known maker of digital fonts. A combination of fine arts, art history and graphic design has strongly influenced the direction of P22, evident in its ongoing 'typographic archaeology' of historical letterforms as well as new type designs. The presentation will underscore the creation of a company - following an unlikely path from a bookbinder to digital font distributor. Richard will highlight examples of projects created for art museum gift shops as well as self produced promotional items and marketing strategies used by P22.

*This lecture will be followed by a screening of the documentary film Helvetica - a hit at the 2007 Hot Docs International Film Festival.  
Film Screening: RCC 204 7:30 p.m.*

**FREE ADMISSION**

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UNIVERSITY**