



## Exciting new Type Tasting events created for the London Design Festival 2018

New and unique Type Tasting experiences will immerse you in a multisensory tasting journey through time, type and libation. 'Wine, Type & Culture' is a time-travelling tasting journey through history, type and wine. 'Gin & Type Tasting' tells the story of fonts, civilisation and gin. The Pop-up Typography Lab will also be continuing the Typographic Interventions project.

Join us in the Bankside Design District to taste a selection of delicious beverages carefully chosen to pair with each theme, and discover that typefaces/fonts are a barometer of social change. You will find out how cultural context gives typefaces meaning, and what this reveals about the products you interact with in your everyday life. Ultimately, find out how fonts reflect your tastes, inform your choices and influence your experiences.

These are entertaining tasting evenings following the sell-out success of the Wine & Type Tastings at the festival in 2016, with activities and games throughout. Suitable for all; no prior knowledge of (or interest in) type or design is necessary (over 18s only).

Sarah Hyndman is the founder of Type Tasting. She was a recent guest on BBC Radio 4's Word of Mouth, has given a TEDx talk, is the author of 'Why Fonts Matter' and publishes collaborative research with Professor Charles Spence from the University of Oxford.

## WINE, TYPE & CULTURE: A time travelling tasting journey through type and wine



Wine tasting evening

Location: Laithwaite's Arch

Thurs 6th, Weds 19th, Thurs 20th September

7.00/7.30pm to 9.30pm  
Booking essential (details coming soon)

What can a single font tell you about culture, changing tastes and the amazing history of the modern world? This is a multisensory tasting with a selection of superb wines, each paired with a significant moment in culture and typography. At the end, you will take an experiential glimpse into the future. The evening is hosted by Sarah Hyndman and Grant Hedley. [Find out more.](#)

### GIN & TYPE TASTING: The story of fonts, civilisation and gin



Gin tasting evening  
Location and dates to be announced  
7.00/7.30pm to 9.30pm  
Booking essential (details coming soon)

What do the fonts on a label tell you about the history or provenance of a drink? How does this create anticipation, influence your expectations, and even alter what you taste? This is a multisensory tasting with five delicious gins, each carefully selected to pair with significant shared moments in type and gin history. The evening is hosted by Sarah Hyndman. [Find out more.](#)

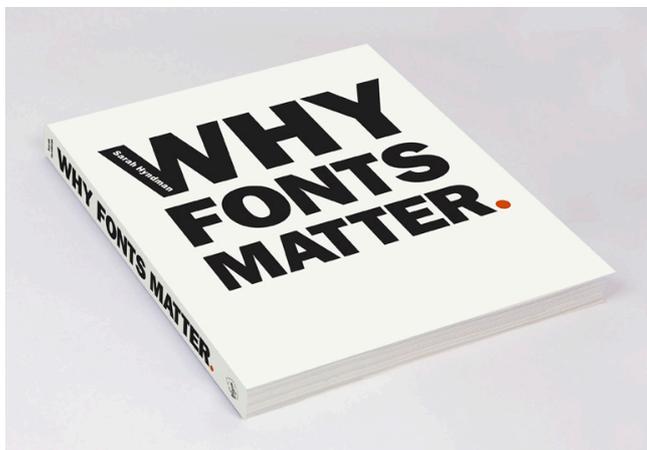
### TYPE TASTING POP-UP TYPOGRAPHY LAB: Typographic Interventions project



Join the research into the potential for creating [typographic interventions](#) that initiate positive behaviour change. This is intended as a conversation starter about the language of enticement vs the voice of authority or guilt, with a view to publishing the results later in the year. The first stages of the explorations have been featured in [The Times](#) and [iNewspaper](#).

The Type Tasting Pop-up Typography Lab will appear at various festival locations throughout the weekend to continue the Typographic Interventions project. Get location updates on Twitter/Instagram at #TypeTastingLab @TypeTasting.

## Biography



Type Tasting is an innovative type studio founded by author Sarah Hyndman who delivers unique and entertaining events, talks and typography workshops. Her mission is to change the way we think and talk about typography by making the topic relevant, fun and exciting for everybody. Type Tastings are packed with originality, humour, a dash of theatre and lashings of audience participation.

Sarah is the author of '[Why Fonts Matter](#)' (Penguin/Random House) and '[How to Draw Type and Influence People](#)' (Laurence King). She has given a [TEDx talk](#), speaks at events around the world including SXSW, and is a regular guest on radio and television (BBC Radio 4's [Word of Mouth](#) with Michael Rosen, [Saturday Live](#), Today, Channel 4's [Sunday Brunch](#)).

She works on collaborative studies with Professor Charles Spence of the Crossmodal Research Laboratory at the University of Oxford, the most recent '[jellybean](#)' study was published earlier this year. She is known for her research into multisensory typography and for her interest in the psychology of type. [Links to all published research.](#)

Before setting up Type Tasting Sarah ran a design company for ten years, she has an MA in Typo/Graphics from the University of the Arts London where she also taught Experimental Typography.

Type Tasting has been featured in CNN, Creative Review, Dazed & Confused, Eye, FT, Guardian, iNewspaper, It's Nice That, New York Times, Sunday Times, The Times and Wired. [Full list of press and interviews.](#)

Type Tasting clients include 1HQ, adidas, Autotrader, BBC, British Academy, BumbleBizz, D&AD, Ecole Intuit Lab Mumbai, Grafia Finland, Heston Blumenthal, Interbrand, Monotype, Museum of Brands, Springetts, Virgin Active, Wellcome and WGSN.

## Contact

Sarah Hyndman

[sarah@typetasting.com](mailto:sarah@typetasting.com)

[www.typetasting.com](http://www.typetasting.com)

Twitter/Instagram @TypeTasting