

# More to words

than meets the eye

read me

read me



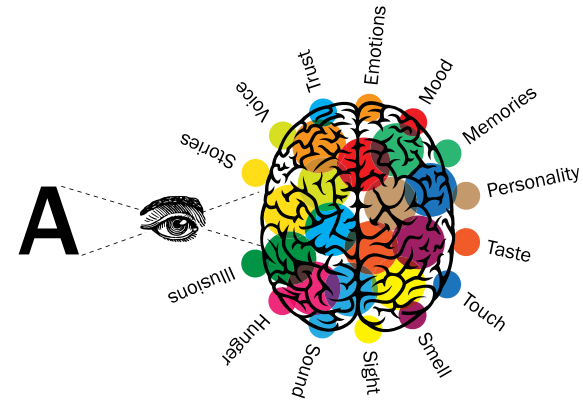
*“Clever, insightful and original, left a lasting buzz and excitement behind!”*

CHARLOTTE GODFREY, BBC BRISTOL.

*“Sarah Hyndman’s talk was a game-changer”* LILY C AT TYPO SAN FRANCISCO.



PHOTO DAVID OWENS



More to words than meets the eye.

You make judgements and assumptions that alter your experiences and influence your choices long before you digest what the words themselves say.

Find out more about the ‘secret’ messages hidden in words that affect your thoughts, feelings, experiences and even your behaviour.

Sarah Hyndman is a London-based writer and public speaker who is involved in research into perception and reading. She specialises in making the complex topic accessible with originality, humour, a dash of theatre and lashings of audience participation.

Presentations are adjusted to suit the audience. Whatever their level of knowledge they will find them an entertaining and enriching experience.

Sarah creates her own experiments and surveys and also works on collaborative studies with the Crossmodal Research Laboratory at the University of Oxford. Her work has been featured by AIGA, CNN, *FT* and *Wired*.

● TALKS

Engaging and interactive talks with games and demonstrations.

● TEAM-BUILDING

Insightful and original team-building, icebreaker and breakout sessions.

● CREATIVE WORKSHOPS

Roll up your sleeves and explore the expressive qualities of typefaces.

● BRAND/PRODUCT PR

Experiential PR activities to showcase your brand or product.



PHOTO JADEN HIGGS

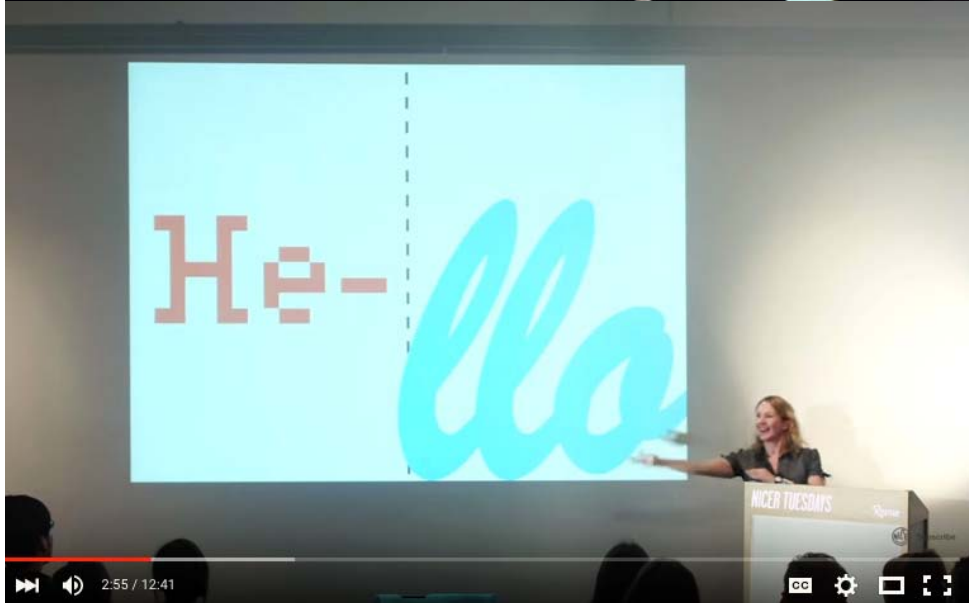


PHOTO IT'S NICE THAT

## TALKS

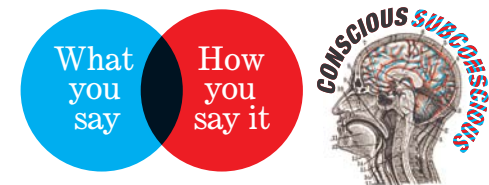
Engaging and interactive talks with games and demonstrations.

Sarah Hyndman gives insights into the ‘secret’ messages hidden in words that affect your thoughts, feelings, experiences and behaviour. She will demonstrate that they can even change the taste of your food.

Find out how the look of words can alter their meanings right before your very eyes. They trigger your imagination, evoke your emotions, prompt memories and link to all of your senses. You instinctively understand this but it happens on a subconscious level, independently of what the words are spelling out.

Understanding the visual clues enables you to make more informed choices, and to create effective business communications that motivate people.

Audiences are invited to join in with lively games and demonstrations as they take part in the discovery process. Whatever their level of knowledge they will find this an entertaining and enriching experience.



READING OUTSIDE THE LINES. A fresh take on human responses: how the look of words influences your feelings, your choices, and even what you taste.

THE MULTI-SENSORY WORLD OF WORDS. How appealing to all of the senses can give your communications more impact and make them memorable.

TYPE TALKS. Specialist perception and type talks for those in the design and communications industries.



*“A fascinating insight into how type can influence our feelings, our senses, and even our taste”* PROFESSOR CHARLES SPENCE, UNIVERSITY OF OXFORD.

*“Amazing talk. Left inspired (and not sure what font I should be dating)”* OLLY RZYSKO AT SOUTH BY SOUTHWEST (SXSW).

*“Your talk was superb”* RICHARD RUTTER, AMPERSAND CONFERENCE ORGANISER.



PHOTO DAVID OWENS

## TEAM-BUILDING

Insightful and original team-building, icebreaker and breakout sessions.

The Type Tasting lab will come to you and host a participatory team-building masterclass.\* Take part in a series of experiments, games and demonstrations based on serious research, but delivered in a fun and playful style.

The often-surprising results will then be revealed and explained. This gives participants the opportunity to experience the research first-hand and to make their own discoveries.

Sample games and experiments:

- Guess the personalities of the words.
- Read your own font fortune.
- Can we predict how you take your coffee?
- Experience words having the power to change what you taste or smell.
- Wear font goggles to reveal 'secret' messages.
- Play perception games with chocolate and jellybeans.

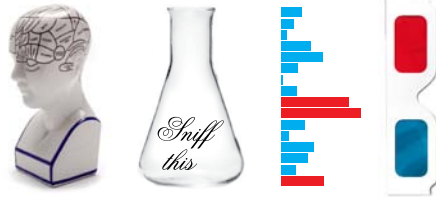
*Games and experiments will vary.*



*"This went down a storm. Inspiring, inclusive"* JAMES FOOKS-BALE, MONOTYPE.

*"Walking into the Type Tasting studio was like walking into a mad scientist's lab"* ROBERT BOICK, CREDIT ANALYST.

*"Awesome sensory, perception type work ... brilliant, smart & fun!"* NICOLE A PHILLIPS.



\*Groups can be accommodated in the Type Tasting studio in East London.

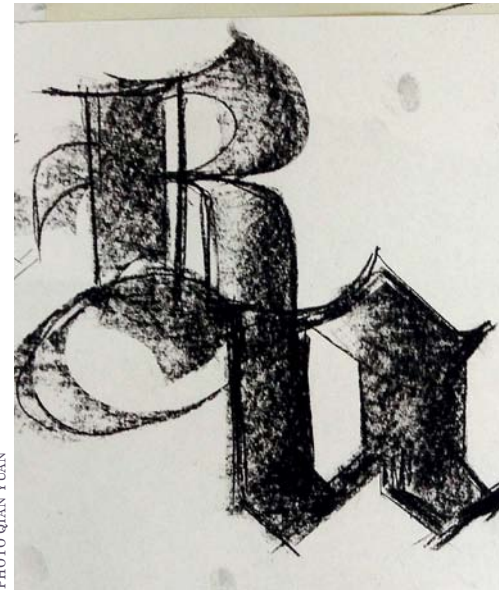


PHOTO QIAN YUAN



## CREATIVE WORKSHOPS

Roll up your sleeves and explore the expressive qualities of typefaces.

Escape from the computer to get messy drawing and exploring type. These are creative refuelling and knowledge refreshers workshops for experienced designers, or hands-on experiences for new and aspiring designers.

Options include:

Break out the charcoal and mark-making materials for a tactile analysis session in which you will create your own 'tasting notes' for future reference.

Spend a day exploring how sound and voices can be expressed typographically and create your own sound alphabet.

Find out about theories of consumer behaviour and explore how designing for more of the senses can create give an experience with more impact.

Type Tasting founder Sarah is an experienced workshop leader. She also delivers typography workshops for the D&AD, ran mass participation workshops at Pick Me Up and the V&A, and she taught Experimental Typography at the London College of Communication.



*"The workshop was a great success; it proved to be both an opportunity to bond as a team and also regenerate our experimental creative natures"* TERI HENMAN, INTERBRAND.

*"Well pitched and well thought out, engaging"* CHIARA PAUL, D&AD WORKSHOP.

*"Drawing with charcoal is great!"* PETE CLARK, BAILLIE GIFFORD.

*"The well-designed structure of Sarah's workshop allowed us to reconnect with our hands-on skills"* JOANNA LEWIS, SAVE THE CHILDREN.



PHOTOS DAVID OWENS



PHOTO JULIANA JOHNSTON

## BRAND/PRODUCT PR

Experiential PR activities to showcase your brand or product.

Are you looking for an innovative and unusual PR event to showcase your brand or product? We can design an experiential event that creates a journey through its story in Type Tasting style, drawing on the results of our research. Demonstrations and experiments will be created that immerse participants in the discovery process as each distinctive nuance, and the provenance of the product, is revealed.

Ideal for beverages, perfumes, food, or tactile luxury items that have a distinctive feel and smell.



*“As bizarre as it sounds, my job is to match up the bottles and fonts using only my sense of smell. It was surprisingly easy”* JAKE WALLIS SIMONS, CNN.

*“An amazing experience! Totally wowed everyone!”* LISA FISKE.

*“Brilliantly bizarre, seems like it could be plucked straight from Willy Wonka’s chocolate factory”* ROCKETT ST GEORGE.



## BIOGRAPHY

Sarah Hyndman is the founder of Type Tasting. She is a writer, graphic designer and type expert who is known for her interest in perception and typefaces. She is involved in research into our psychological responses to the appearance of words.

Sarah established Type Tasting as a forum for research, skill development and exploration. She shares her findings through her writing, public speaking, events and workshops, including workshops for the D&AD.

Before setting up Type Tasting Sarah ran a design company for ten years with clients including the Almeida Theatre London, Coutts and the Philharmonia Orchestra. Sarah gained a distinction for her Master’s degree in Typo/Graphics at the London College of Communication (University of the Arts). She was subsequently

invited back as a guest tutor to set up and run the yearlong Experimental Typography evening course, which she did for six years alongside her commercial practice.



*“Sarah’s enthusiasm and knowledge are infectious”* SARAH STEWART, LONDONIST.

*“Type Tasting surveys have given the graphic design community comprehensive information to use as hard evidence”* COMMUNICATION ARTS MAGAZINE.

## WATCH

### Nicer Tuesdays

[www.bit.ly/TTNicerTuesdays](http://www.bit.ly/TTNicerTuesdays)

### TEDx

[www.bit.ly/TTTedxB](http://www.bit.ly/TTTedxB)

### Channel 4's Sunday Brunch

[www.bit.ly/TTSundayBrunch](http://www.bit.ly/TTSundayBrunch)

### Taster Tape

[www.bit.ly/TTTaster](http://www.bit.ly/TTTaster)

## LISTEN

### BBC Radio 4 Saturday Live

[www.bit.ly/Radio4in4](http://www.bit.ly/Radio4in4)

## READ

*Wired* 'If You Love That Font So Much, Why Don't You Date It?'

[www.bit.ly/TTWiredFont](http://www.bit.ly/TTWiredFont)

CNN 'How fonts could help you find the perfect date'

[www.bit.ly/TTCNNFont](http://www.bit.ly/TTCNNFont)

*Creative Review* 'A taste of type'

[www.bit.ly/TTCreativeReview](http://www.bit.ly/TTCreativeReview)

*iPerception* 'The Taste of Typeface'

[www.bit.ly/TTiPerception](http://www.bit.ly/TTiPerception)



*Why Fonts Matter* by Sarah Hyndman  
(Penguin/Random House)

★★★★★

"Fun" "Brilliant" "Inspiring" "Eye-candy"  
"Enlightening" AMAZON REVIEWS.

"Most books about fonts are written for designers—  
Sarah brings the power of fonts to everyone"

PATRICK BURGOYNE, *CREATIVE REVIEW*.



## TALKS AND INTERVIEWS

BBC Radio 4 Saturday Live

BBC Radio 4 Today

Channel 4 Sunday Brunch

Creative Mornings, London

D&AD/Monotype Podcast

Nicer Tuesdays, It's Nice That

South by Southwest (SXSW), Austin, Texas

TEDx

TYPO San Francisco

V&A, London Design Festival

## WORKSHOPS AND EVENTS

BBC Bristol, Cal Poly, D&AD, Food Matters

Live, Hospital Club, Interbrand, LDF at the

V&A, Mindshare Huddle with Monotype,

Save the Children, Science Museum Lates,

SXSW, Virgin Active.

## CONTACT

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Sarah Hyndman Taster Tape

TASTER TAPE FILM ED ANDREWS, SUNDAY BRUNCH INTERVIEW



PHOTO VIV CHERRY

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type  
tasting®

