

# WINTER EVENING CLIENT EVENTS AND TEAMBUILDING WORKSHOPS



type  
tasting®

www.typetasting.com



Photo David Owens

## WINE & TYPE TASTING

Do you Judge a Wine by its Label?  
Duration: 2 hours

A new wine and type tasting evening, based on the sell-out success at the London Design Festival. Take part in a series of activities and games that will delight and inform, in a relaxed and social setting.

What does the design of the label tell you about a product? How does this influence your expectations and even what you taste?

Learn about the science of taste and the senses; how design can influence what you drink; and ultimately whether the packaging is just there to inform you, or can it transform your experience?

Includes research Sarah Hyndman is currently involved in with the Crossmodal Research Laboratory, University of Oxford.

*“Brilliant idea”* IT'S NICE THAT

LONDON DESIGN FESTIVAL FEEDBACK  
*“Illuminating” “Eye-opening”  
“Fascinating” “A different perspective”  
“Typography + wine tasting = best of both worlds” “Fantastic experience, would definitely recommend it”*

*“An eye-opener to realise that so much of what we taste is influenced by our other senses”* SEEN LONDON

You might also like:

TYPE PERCEPTION MASTERCLASS  
Duration 1 or 2 hours

This is an exciting interactive masterclass that combines experiments and games with the latest innovative research into the psychology of type.

*“Brilliantly delivered and such a clever structure. My D&AD festival highlight”*  
RUTH YEARLEY, DIRECTOR, KETCHUM

*“Tasting, smelling, listening to type. #mindblown”* MICKLEGATE DESIGN



## LEARN, SOCIALISE & CREATE

Teambuilding evenings  
Duration: 2.5 hours

A social session designed to refresh your team's creativity as they roll up their sleeves to experiment with typography and markmaking materials away from the computer.

The workshop can come to you, or it can be hosted for up to 15 participants in the Type Tasting studio.

SERVING SUGGESTION Best served with pizza and lashings of beer.

## TYPOGRAPHIC REBELLION

Explore how typography can be used to give angst and rebellion a voice, and how you can use fonts to ensure that your message is heard. Learn from recent history how typefaces both articulate and document change, and what an important role they have played. From the anti-establishment

angst of Punk, the placards of the miners' strikes of the 1980s, the wine industry's seismic shift through language and design, to the successful presidential campaigns in the USA.

## TYPE AND SOUND

Use sound stimuli to inspire your creative typography and idea generation.

## TYPE AND TASTE

Explore how taste can be represented typographically, based on research with the Crossmodal Research Laboratory.

*"It was very liberating to free ourselves from our desks and computers and get messy!"* SAM STRINGER, SPRINGETTS

*"A great success ... regenerated our experimental creative natures"*

TERI HENMAN, INTERBRAND

*"Clever, insightful and original, Sarah left a lasting buzz and excitement behind her!"*

CHARLOTTE GODFREY, BBC BRISTOL

## CLIENTS INCLUDE

adidas, BBC, British Academy, Cass Art, D&AD, Ecole Intuit Lab Mumbai, Heston Blumenthal, Interbrand, JML, Monotype, Springetts, SxSW, Virgin Active, Wellcome.

## DAZED

[WWW.BIT.LY/DAZEDSHYNDMAN](http://WWW.BIT.LY/DAZEDSHYNDMAN)

## design:

[WWW.BIT.LY/DESIGNWEEKSHYNDMAN](http://WWW.BIT.LY/DESIGNWEEKSHYNDMAN)

## It's Nice That

[WWW.BIT.LY/ITSNICETHATREVIEW](http://WWW.BIT.LY/ITSNICETHATREVIEW)

Type Tasting is a highly innovative studio delivering unique events, talks and workshops.

Knowledge of new ideas in science and design underpins exciting and original events that reveal the power of typography, highlight the language of social culture or tell the story of a brand. These immerse participants in a multi sensory journey as they become a part of the discovery process.

Type Tastings are packed with originality, humour, a dash of theatre and lashings of audience participation.

Type Tasting founder Sarah Hyndman is on a mission to change the way we talk about typography by exploring it from the point of view of the type consumer. She demonstrates the integral role it plays in our everyday lives; and that it reveals a great deal about popular culture and social history.

*"a game-changer"* TYPO SAN FRANCISCO

Sarah is a graphic designer, author and public speaker, known for her interest in the psychology of type. Her main area of expertise is multi sensory typography, she works on collaborative research studies with the Crossmodal Research Laboratory at the University of Oxford.

## CONTACT

Sarah Hyndman  
[sarah@typetasting.com](mailto:sarah@typetasting.com)  
Studio 020 7503 3171  
Twitter/Instagram @TypeTasting  
[www.typetasting.com](http://www.typetasting.com)

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