

PRESSRELEASE

From November 24, 2016 in Mainz

**International Media Festival
MOVING TYPES IN DESIGN, FILM, ART AND SPACE**

**November 24-25, 2016
Symposium "Moving Types - Gutenberg goes Media"**

**November 24 - January 8, 2017
Media exhibition for international new talents
'Akademos. A Place for Poets and Philosophers'**

www.motyf-festival.com

Location: Gutenberg Museum Mainz

November 24, 2016, the international media festival MOTYF2016 will take place in the media and Gutenberg city of Mainz, showcasing symposiums, media exhibitions, future lab workshops as well as lyrical readings. The highlight of the festival is the two-day symposium at the Gutenberg Museum, "Moving Types - Gutenberg goes Media", in which media, design, and typography experts from all over the world will discuss the significance and perspectives of moving types in design, film, art and space as well as the new world of converging media. Among the guests include design and designer luminaries such as Ludovic Houplain, creator of the Oscar-winning animated film, "Logorama", Mike Meiré from the internationally acclaimed agency M2 Meiré und Meiré, Hilary Kenna, founder of the SeeSearch startup from Dublin as well as expert storyteller and user interface design in interactive media, Brian Lucid from New Zealand u.a.

Concurrently with the symposium, the media art exhibition, 'Akademos. A Place for Poets and Philosophers' will open. For this occasion, young

Institut für Mediengestaltung, University of Applied Sciences Mainz, Wallstrasse 11,
55122 Mainz, Germany

international up-and-coming artists and designers are invited to submit artistic presentations of philosophical and poetic texts. Works in terms of time, space, in an artistic, experimental or interactive manner. Jury-selected works can be viewed at the Gutenberg Museum until January 8, 2017. In September 2016 the exhibition will be presented in tandem with the ATypI (Association Typographique Internationale) in Warsaw. The festival will also feature numerous ongoing (art) activities and workshops which will convey the theme and its contents to the general public. Effective immediately, interested parties in the symposium and the workshops can obtain information and register on the MOTYF2016 website. Works for the media art exhibition can still be submitted up to July 22, 2016.

The aim of the festival is to address the question of the future of moving type and interactive, networked and mobile design parameters where technology, design and information interact. Hybrid publication opportunities, potential applications in the period of the Internet of Things as well as interactive works with spatial reference will be presented and simulated in practice. "The festival aims to establish synergies, stimulate discourses, incite artistic impulses and address current as well as future developments in terms of the subject area letters in motion," according to festival director Prof. Anja Stöffler from the Institute for Media Design at the Mainz University. In so doing, according to the Director of the Gutenberg Museum, Dr. Annette Ludwig, both the museum and university acting conjointly are able to continue their prolific collaboration which they initiated in 2010 with the media exhibition, "Moving Types - Letters in Motion".

This international festival also serves to establish the Gutenberg City of Mainz as one of the German event locations for typographical and media culture. Partners of the festival are the Gutenberg Museum and ZDF German Television. The event is supported and organized by directors of the z zg (Zentrum Zeitbasierte Gestaltung; Centre for Time-based Design) Anja Stöffler (University Mainz, IMG) and Ralf Dringenberg (Rector of the HfG Schwäbisch Gmünd) in cooperation with the Polish-Japanese Academy of Information Technology in Warsaw. For several years Stöffler and Dringenberg have operated a think tank for viewing purposes and research of letters in motion and have continuously conceptualized the distinguished media exhibition, "Moving Types - Letters in Motion", which was subsequently shown in Schwabisch Gmünd, Warsaw, Dortmund and Frankfurt after its premier at the Gutenberg Museum in 2010/2011.

Submissions and tickets under
Website: www.motyf-festival.com

Contact person:

Institut für Mediengestaltung, University of Applied Sciences Mainz, Wallstrasse 11,
55122 Mainz, Germany

Festival office &
Press and PR
MOTYF Office Germany
IMG. Institut für Mediengestaltung
z zg – Zentrum Zeitbasierte Gestaltung

Prof. Anja Stöffler, Esther Roskopf
E-Mail: office@motyf-festival.com
anja.stoeffler@img.hs-mainz.de

phone + 49 172 67 12 027

Administration for the Institute of Media Design and
Festival management

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Prof. Anja Stöffler
University of Applied Sciences Mainz
Festivaldirector