

**Locations:**

Museum für Kunst und Gewerbe Hamburg (MK&G),  
Steintorplatz 1, 20099 Hamburg

Universität Hamburg (UHH), Centre for the Study of Manuscript Cultures (CSMC),  
Warburgstraße 26, 20354 Hamburg

**Organizers:**

Huda Smitshuijzen AbiFarès (Khatt Foundation)  
Jasmin Holtkötter (MK&G)  
Shervin Farridnejad (CSMC/UHH)  
Wibke Schrape (MK&G)

# SHIFTING SCRIPTS

24.04.  
—26.04.  
20  
25

INTERNATIONAL CONFERENCE  
Contemporary Arabic & Persian  
Graphic Design

**MK&G**  
Museum für Kunst  
& Gewerbe Hamburg

**UHH** Universität Hamburg  
DER FORSCHUNG | DER LEHRE | DER BILDUNG

 Kingdom of the Netherlands

**Khatt Foundation**  
Center for Arabic Typography

**CENTRE FOR THE  
STUDY OF  
MANUSCRIPT  
CULTURES**

**DFG** Deutsche  
Forschungsgemeinschaft

**CLUSTER OF EXCELLENCE**  
UNDERSTANDING  
WRITTEN ARTEFACTS

Poster Design:  
Amir Mahdi Moslehi

## Thursday, April 24

### • Museum für Kunst und Gewerbe Hamburg, Steintorplatz 1

16:00 REGISTRATION

16:30 OPENING REMARKS

Tulga Beyerle (MK&G)  
Wibke Schrape (MK&G)  
Shervin Farridnejad (CSMC/UHH)

17:00 INTRODUCTION

Huda Smitshuijzen AbiFarès  
(Khatt Foundation)  
*Inner Structures – Outer Rhythms:  
Contemporary Arab and Persian  
Graphic Design*

17:45 VISIT TO THE EXHIBITION

18:30 GET TOGETHER

## Friday, April 25

### • Centre for the Study of Manuscript Cultures, Warburgstraße 26

9:00 REGISTRATION

9:30 **PANEL 1: Beyond Calligraphy**

Chair: Shervin Farridnejad (CSMC/UHH)

Bahia Shehab (The American University  
in Cairo)  
*The Language of Connection: Activating  
Communities through Arabic Letters*

Amir Mahdi Moslehi (CSMC/UHH)  
*From Calligraphy to Type Design:  
Purpose and Process*

Lara Assouad (Landor, Dubai)  
*The Case for a Typographic Kufi*

Alba Fedeli (CSMC/UHH)  
*Historical Scripts Between Cultural  
Legacy and Academic Research: A Kufic  
Type Design Project*

11:30 COFFEE BREAK

12:00 **PANEL 2: Rhythm in Music, Poetry,  
and Script**

Chair: Yasemin Gökpinar  
(Humboldt-Universität zu Berlin)

Asgar Seyed-Gohrab (Utrecht  
University)  
*The Musical Enchantment of Hafez's  
Poetry*

Kourosh Beigpour (KB Studio)  
*Curves and Cadence: The Intersection of  
Iranian Calligraphy, Music, and Poetry*

Amir Karimian (Graphic Designer &  
Motion Graphic Artist)  
*The Synergistic Relationship  
Between Rhythm in Poetry and  
Music and Its Representation in  
Graphic Design (in Persian)*

13:30 LUNCH BREAK

### • Museum für Kunst und Gewerbe Hamburg, Steintorplatz 1

14:30–18:30 **WORKSHOP: Type & Politics**  
Golnar Kat Rahmani (Berlin International  
University)

## Saturday, April 26

### • Museum für Kunst und Gewerbe Hamburg, Steintorplatz 1

9:00–13:00 **WORKSHOP: Arabic Lettering  
Workshop (Episode 21): East–West**

Kristyan Sarkis (TPTQ Arabic) &  
Amir Mahdi Moslehi (CSMC/UHH)

### • Centre for the Study of Manuscript Cultures, Warburgstraße 26

13:00 LUNCH BREAK

14:00 **PANEL 3: Typography as Cultural  
Engagement**

Chair: Huda Smitshuijzen AbiFarès (Khatt  
Foundation)

Iman Raad (Independent Graphic Designer  
and Visual Artist)  
*Persian Design and Typography Movement*

Kristyan Sarkis (TPTQ Arabic)  
*Type, Voice, Identity*

Walid Bouchouchi (Akakir Studio)  
*TypoTales*

Borna Izadpanah (University of Reading)  
*Typography Across Cultures: Tracing  
Iranian Newspaper Typefaces to Their  
Multicultural Origins*

16:00 COFFEE BREAK

16:30 **PANEL 4: Graphic Design in the  
Cultural Sphere**

Chair: Jasmin Holtkötter (MK&G)

Jana Traboulsi (American University of  
Beirut)  
*A Critical and Creative Design History*

Aria Kasaei (Studio Kargah)  
*Graphic Design for Art and Culture in Iran*

Golnar Kat Rahmani (Berlin International  
University)  
*Multilingual Design in Practice*

Hatem Iman (Studio Safar)  
*The Multilingual Moment*

18:30 CLOSING REMARKS



For more information,  
updates and registration