From November 5 to 13, a multi-location exhibition to celebrate World Kindness Day

Fight for Kindness: a global event to spread inspiring typographic messages from the design community

In an increasingly self-oriented society, good practices of kindness have collapsed, risking becoming a legacy of times gone by. **Fight for Kindness** is a unique opportunity to bring awareness to this issue, celebrating the **World Day of Kindness** each year, on November 13th; it is a non-profit project that unites the design communities, enhancing **typography** in all its potential: **to convey messages of positivity and change.**

Starting last November TypeCampus - a cultural project of the Italian type foundry Zetafonts - has invited designers from all over the world to create a typographic message that would spread the importance of *kindness*, in all its facets: from **empathy to peace, from mutual trust to respect, touching on themes of courage, inclusiveness, care, respect, ethical integrity and responsibility.**

Over 150 artworks from designers, illustrators, type and visual artists enthusiastically embraced the cause, creating original digital artworks.

"World Kindness Day is a very dear occasion to me. Having overcome the thought of kindness as formalities, I have discovered over time that many of the values I believe in and that I tend to, should be enclosed in this label. – says **Debora Manetti,** co-partner of Zetafonts & TypeCampus and author of the project – *That's why, with the precious support of the female part of our team, I unearthed this project exactly a year ago.*
I strongly believe that kindness is a form of intelligence: *it has the power to revolutionize relationships between people, and often small changes can make a big difference. The creative industry has enormous power in this relationship challenge and there is a lot we can experience. Fight for Kindness is a project that comes from our daily managing of typefaces, together with the desire to*

leave a positive mark in society while being in touch with great designers, magazines, design schools and creativity professionals around the world"

TypeCampus, which has over 90 design schools affiliated to its Academic Plan for free typographic resources, will conclude **the 2022 edition** with a **multi-location global exhibition in the week preceding November 13**: from Milan (IT) to Paris (FR), Valencia (ES), Fitchburg (US), Veliko Tarnovo (BG).

On the occasion of next World Kindness Day, given the growing interest in the project, will be open the call for submissions for the second edition of this typo-philanthropic initiative.

The project was supported by amazing partners like the European Art Directors Club (ADC*E), ADCI, Communication Arts**,** Indigo Awards, C2Awards and Femme Type and it is sponsored by Zetafonts Foundry.

The multi-location exhibition will include a selection of beautiful inspirational artworks, designed by dozens of designers who during the year responded to our call to Fight for Kindness!

Milan, Italy
IF! Italians Festival at Base Milano
11-12 November 2022
Organized by ADCI, UNA and the Italians Festival team

Valencia, Spain
Barreira Hall - Barreira Arte y Diseño
5-13 November 2022
Organized by Patrizia Barbieri & Zara Jorques

Paris, France
Campus Condorcet - Centre des Colloques
5-13 November 2022
Organized by Valentina La Marca and Jessica Romano

Veliko Tarnovo, Bulgaria
Museum of Yanaky Mansiev / University of Veliko Turnovo St Cyril and St. Methodius
4-13 November 2022
Organized by Radimira Yordanova

Fitchburg, Massachusetts, US
Fitchburg State University - Main Lobby of Conlon Hall
November-December 2022
Organized by Donald Tarallo

EVENTS ARE SPONSORED BY ZETAFONTS TYPE FOUNDRY
The complete list of artwork is available on TypeCampus, ready to be shared to spread positive inspirations.

Fight for Kindness is a project by **TypeCampus** Team, created by Debora Manetti and Shrishti Vajpai with the help of Isabella Ahmadzadeh and Sofia Bandini. Proudly sponsored by **Zetafonts**

www.typecampus.com (Instagram TypeCampus)

www.zetafonts.com (Instagram Zetafonts)

IMAGES AVAILABLE AT THIS LINK>

https://www.dropbox.com/sh/9x4zguagg7mvcry/AADmXf00gTPVIS-cKYdccTKfa?dl=0

Zetafonts and TypeCampus are part of Ligature Srl
CONTACT: Debora Manetti / debora@zetafonts.com

Follow us on Instagram, Behance, Facebook or LinkedIn for more updates.

MORE FROM LIGATURE

Discover the **TypeCampus Academic Plan**:
An agreement, totally free-of-charge, offered exclusively to design and communication universities and schools. A series of tools and resources together with Zetafonts, to help students orientate in this wide and wild typographic design space!

> TypeCampus Academic Plan

Be part of the Zetafonts TypeClub
By joining the Zetafonts TypeClub is it possible to receive update about the initiative of the foundry: news and curiosity about the new typefaces, exclusive promotions, a fee licence a month with the Singularity program and much more, directly in your inbox.

> Join the TypeClub