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 ZETAFOUNTS 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)
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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 it is 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.

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