



the word

atypi 2010

The conference of the Association Typographique Internationale (ATypI)
Dublin, Ireland, 8–12 September 2010

Annual General Meeting

Meeting Minutes

Dublin, Ireland
Sunday, September 12, 2010

Opening remarks by the President

John Berry opened the meeting by welcoming all members and reviewing the agenda items.

Approval of the minutes of the Mexico City Annual General Meeting

The meeting minutes were approved.

The financial statements for 2009

Thomas Phinney reported that we had a cash cushion coming into 2009 and that it was reasonable to say that the loss incurred in 2009 was due to a few missteps taken. He let the members know that we paid for an on-site organizer totalling some \$18,000, which was not the usual practice. We were also under pressure of the local organizers to offer their students a conference rate less than cost, and we paid for professional development of a sponsorship package.

The package did not seem to be too useful last year, but we have been told by the conference committee of this year and the Letter2 organizers that they have found this to be most useful to them and that they have referred to it several times while approaching sponsors.

Thomas said that the conferences cost in excess of \$100,000. We hope to at least break even this year and even hopefully make up some of the lost funds of last year.

He also spoke of the “Starving Student” rate that went into effect very late in the registration process. This rate was created at exactly the marginal cost. It gave students access to the conference, with refreshments but without meals or the big Saturday party.

Hrant Papazian asked how popular this rate was. Thomas responded that it got very few takers. Thomas, Hrant and others agreed that this may very well have been because it was added at the last minute, and that perhaps if it was offered early enough, it might be more popular. John Berry pointed out that the board had agreed earlier in the week that this discounted rate for students could be a regular addition. Thomas commented that there had previously been some concerns that having no lunches, dinner and other events made feel people feel excluded, but that having those people unable to attend the conference (because they can't afford it) is even more exclusionary.

José Scaglione moved to approve the financial statements.
Gerry Leonidas seconded the motion.
The motion was carried.

Selection and approval of tellers

Jerrold Maddox and Anthony Cahalan were selected and approved as tellers.

Statements by candidates to the Board of Directors

John Berry announced 5 candidates running for election. The candidates are:

Marina Chaccur
Jo de Baerdemaeker
Mark Jamra
Linda Kudrnovská
Gunnar Vilhjálmsson

Marina said that she had been nominated by José Scaglione and Gerry Leonidas. She told the membership that she was the Country Delegate for Brazil and a graphic designer. She is a contributor to the Letter2 competition and has been working with Eben Sorkin on the membership committee. Marina said that she still wished to be in contact as the Country Delegate.

Jo de Baerdemaeker said that he is the Country Delegate for Belgium. He has a PhD in typefaces. He teaches in Belgium. He has been a contributor and helped find benefits for the membership on the membership committee. Jo has helped to promote research on developing typefaces and on an international group exchanging information.

Mark Jamra told the audience that he has been an ATypI member since 1985. His company is TypeCulture and he provides an educational resource. Mark also teaches and can contribute to discussions of ATypI's efforts in education. He would also like to look into extending the abilities of ATypI to further helping small foundries in the areas of preventing piracy.

Adam Twardoch was unavailable to introduce Linda Kudrnovska.

Gunnar Vilhjálmsson introduced himself as a student and type designer from Iceland. He was nominated by Gerry Leonidas and Fiona Ross. At this time his main focus is the upcoming conference in Iceland.

The following existing Board members agreed to stand again for re-election:

Mark Barratt
Cynthia Batty
Simon Daniels
Ted Harrison
Thomas Phinney
[José Scaglione](#)
Maxim Zhukov

Election and re-election of the Board of Directors

Ballots were distributed to the membership. Voting was by secret ballot and tabulated by the tellers.

Review of the prior year's activities:

- Special interest groups

Ted reported that the EULA group continues to thrive. As always, there continue to be several groups requiring 1 or 2 people to sign up to create a SIG.

He let folks know that they would receive Web space for discussion and an assigned room at the conference to conduct an annual meeting.

- Country Delegates

Gerry reported that not much had happened during the past year. He said that it has been problematic with just a few people available during the summer months.

He said he felt that money would be saved if the printed reports moved to a more fluid process. He suggested that a separate area on the Web site be allocated to where the process can be dynamic and an incentive for those interested to contribute at any time. The benefit of such a rolling system would mean that the burden would not rest on 1-2 people.

He has been working with Mark Barratt on securing this space.

- Education Committee

Gerry commented that here again, the burden of this committee rests on 1-2 people.

Ted Harrison suggested that the Education Committee become a SIG. This allows the burden to shift.

More information forthcoming.

- ATypI Web site

Mark Barratt reported that he has been doing quite a bit of work on the Web site. He said he is getting ready to launch the new site, his 5 year statement!

This year he says that he has had a few folks pushing him forward and presently there is a not great site, but it works.

He says that there is a need to pay someone at this point to merge the 2 sites.

- Membership committee

John Berry stated that Eben Sorkin, the head of the Membership Committee, had been working diligently on member benefits to enhance the membership status. As head of the committee, Eben and his group felt that the benefits of membership were severely lacking and worked at securing several commitments by companies of discounts and special offers to the membership. These have been posted to the membership pages of the Web site.

Forthcoming activities:

- Future conferences 2011, 2012

The next conference was announced to be in Reykjavík, Iceland. Hörður Lárusson, President of FÍT (Association of Icelandic Graphic Designers) said he was pleased to welcome ATypI to Iceland.

The conference will be held between the dates of September 14-18, 2011.

For 2012, there has been a strong suggestion for Yerevan, Armenia.

Hrant Papazian reported that the seeds had been planted in Mexico City. He said that the entire country is obsessed with the written word. The conference would be affordable and September in Armenia would have perfect weather.

Hrant mentioned that there are some spectacular sites such as 3 meter tall letters in limestone in the middle of nowhere. He also let the audience know that it will be the 500th anniversary of the first Armenian printed book and UNESCO has named Armenia the 2012 book capital of the world.

John asked for a show of hands as to interest in having the conference in Yerevan in 2012. The response was overwhelmingly yes within those present.

John said that there had been a request to set up a system where members who couldn't attend the conference would be able to vote at the AGM. It wasn't immediately clear, he said, how to accomplish this, but it seemed a worthwhile idea.

John also suggested that the statutes might already cover this option, since there's a provision for establishing postal voting, which seemed to cover online voting as well.

Other business

Michael Everson moved that the category "Gaelic" be added to the Vox-ATypI classification alongside "Blackletter".

A lively discussion ensued.

Adam Twardoch proposed the following motion:

ATypI recognizes that a new subcategory "Gaelic" should have been added to the ATypI-Vox type classification system when it was adopted in 1961.

Therefore, ATypI postulates that the ATypI-Vox classification with "Gaelic" added as a new subcategory within the "Calligraphics" category be referred to as ATypI-Vox classification (1961), as revised 2010.

At the same time, ATypI recognizes an overall inadequacy of the ATypI-Vox classification system in the context of today's needs, and encourages efforts both within and outside our organization to develop new approaches for typeface classification, stylistic description, or taxonomy.

Hrant Papazian and Priscila Farias seconded. Motion carried.

Further to this motion, it was proposed that a Classification SIG be formed. More than the required 7 people expressed interest. The following are the founding members of the Classification SIG:

Michael Everson
 Thomas Phinney
 Adam Twardoch
 Priscila Farias
 Jo de Baerdemaeker
 José Scaglione
 Albert-Jan Pool

Announcement of the results of the Board of Directors vote

Jerrold Maddox announced that 32 ballots were completed. All candidates were successfully elected. The results are:

Of a total of 32:

Mark Barratt	32
Ted Harrison	32
Thomas Phinney	31
José Scaglione	30
Marina Chacur	30
Simon Daniels	29
Jo de Baerdemaeker	29
Mark Jamra	29
Cynthia Batty	28
Maxim Zhukov	28
Gunnar Vilhjálmsson	28
Linda Kudrnovská	19

John thanked Gerry and Fiona for their service over the past several years to ATypI and wished them well.

Adjournment

Jerrold Maddox moved to adjourn the meeting. So moved.