

PRESS RELEASE

17/04/2009

The World in the Alphabet
V International Calligraphic Exhibition in Turin

Alphabets, initial letters, numbers, digits, logos and writings inspired by World.

Turin, April 17 2009 * * *. Start at 17,00 p.m. the V International Calligraphic Exhibition *the World in the Alphabet, il Mondo nell'Alfabeto*, in the Archivio di Stato, Via Piave, 21.

The important exhibition offers a panoramic about inspired Alphabets, Numbers and Punctuation to culture, tradition, art, and industry, of every continent.

Even calligraphy, can promote the image, of a nation, a land, a region, and its cities, used a personalized handwriting, to write a note and send correspondence, to leave a note, to send greetings or memories, it is an opportunity to highlight and commit to memory the place of the writer. The handwritings expert, who have redesigned the alphabetical forms, are 21. The total of the selected alphabets is the 30 and 15 numerical series and punctuation.

AUTHORS

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THE WORLD IN THE ALPHABET AWARDS

Best Logo for Individual Nation

Arnaldo Pomodoro

Best International Alphabet

Gregory Hill

Best Advertising Campaign

TIM – Telecom Italia Mobile

Best publicity lettering 2008 *TIM Welcome Home*

Best video with animated letters

Piero Ferraris

Winning Schools

Istituto Tecnico Industriale delle Arti Grafiche "Padre Monti" – Saronno (Varese)
3B Scuola Secondaria Inferiore I.C. "C. Pavese" - S. Stefano Belbo (Cuneo)

The event is born from an idea by Raffaele Palma, with the cooperation CAUS – Centro Arti Umoristiche e Satiriche, and UNITRE Torino.

SPONSORSHIP

Commissione Europea Rappresentanza in Italia; Regione Piemonte; Provincia di Torino; Città di Torino

OPENING

From Monday to Friday, 9.30 a.m. to 6.00 p.m.

Saturday: 9.30 am. To 1.00 p.m. Sunday closed. Free entry.

Last day, May Monday 18.

Info:

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