



typographische gesellschaft austria

**Huda Smitsuizen AbiFarès**

Abstract des Vortrags

**Typographic Matchmaking:  
Arabic Typography's Role in Contemporary Visual Culture of the Middle East**

This presentation will address the role of Arabic typography in contemporary Arab and Middle Eastern visual identity, taking the collaborative Typographic Matchmaking pilot project as a case study.

The first Typographic Matchmaking project was initiated in April 2005 by the Khatt Foundation ([www.khtt.net](http://www.khtt.net)) to address design issues relevant to contemporary Middle Eastern/Arab identity and visual culture. Initiated and coordinated by Huda Smitshuijzen AbiFarès (Founder and Director of the Khatt Foundation), this first pilot design project focused on the most emblematic element of Arab culture – the Arabic script.

It served the Khatt Foundation's main goals of creating cross-cultural dialogue through collaborative projects, of furthering the development of contemporary design in the Arab world, of asserting the Arab identity by providing it with a visible platform for discussion, of sharing information and resources, of building a virtual community where knowledge can be collectively created, and ultimately facilitating for Arab and Middle Eastern designer a potentially active and effective role on the international design stage.

The Typographic Matchmaking project will be used to draw useful conclusions on how to best create effective cross-cultural strategies and culturally relevant development projects.

**Symposium ›...noch ein Buch \_ [try three] Unvertraute Nähe‹  
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Burg Raabs /Thaya, Waldviertel, Niederösterreich**