WHAT LIES BENEATH
JUNE 3.4.5 2015  FAENZA
Kerning is the first international conference in Italy dedicated solely to typography and web typography.

On June 3rd, 4th and 5th 2015 we will gather in Faenza, in the very heart of Italy, top notch speakers from the whole world of typography to create an unique event. Kerning features three days full of workshops and talks.

Kerning offers a very interesting chance to meet developers, gurus, managers and innovators from all over the world.

Kerning is a non-profit event. We want to help grow a community of prepared developers and designers keeping knowledge affordable: that's why full ticket costs just Eur. 195.00 (VAT included).
WORKSHOPS
2015

DESIGNING NEWS
JUNE 3-4
2 Day Workshop

Francesco FRANCHI
Art Director

Nicholas FELTON
Infographic Designer

THE ARTIST’S BOOK
ETCHING & LETTERPRESS
JUNE 3-4
2 Day Workshop

Barbara CALZOLARI
Calligrapher

Nicholas FELTON
Infographic Designer

AN INTRODUCTION TO SPENCERIAN
JUNE 3-4
2 Day Workshop

Barbara CALZOLARI
Calligrapher

THE ARTIST’S BOOK
ETCHING & LETTERPRESS
JUNE 3-4
2 Day Workshop

Vitaly FRIEDMAN
Editor Founder at Smashing Magazine

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Editor Founder at Smashing Magazine

RESPONSIVE DESIGN: CLEVER TIPS, TRICKS AND TECHNIQUES
JUNE 4
1 Day Workshop

Damiano BANDINI
Typographer

Enrico VERSARI
Artist

Alberto ZANNONI
Artist

Alberto ZANNONI
Artist

Enrico VERSARI
Artist

01.
02. ATTENDEES

- Art Directors
- Developers
- Front-enders
- Visual designers
- UX experts

Attendees are either delegates from affirmed companies, from startups and freelancers.

Professionals who want to stay up to date with the best typography practices.
The conference will be held in Faenza, a nice medieval town, home of an ancient tradition in design and craftsmanship.

Faenza is placed in the north of Italy well connected to Bologna and Florence stations and airports. From Faenza you can reach in short time the Guglielmo Marconi International Airport (BLQ), with a lot of international connections available, including non-stop flights to Amsterdam, Brussels (National), Charleroi (Brussels South), Copenhagen, Dublin, Edinburgh, Istanbul, Lisbon, London, Madrid, Moscow, Paris, Prague, Vienna, and Zagreb.
03. FAENZA
Cinema Teatro SARTI

04. VENUE

The foyer has one main area where attendees will rest during the coffee breaks and a private garden where buffet will be served.

Main sponsors will have a reserved exhibition area assigned to help connect with the attendees.

It is placed in the center of the town, 5 minutes walking to the main square.
04.
CINEMA
TEATRO
SARTI

VECCHIA
STAMPERIA

PALAZZO
NALDI
AN INTRODUCTION TO TYPOGRAPHY
1 Day Workshop

05. KERNING 2013 FIRST EDITION
06.
KERNING
2014
SECOND EDITION
KERNING 2013
ENDS OF TYPOGRAPHY

2 days
8 speakers
150 attendees
1 workshop
40% Italians

KERNING 2014
STROKE & SHAPE

2 days
8 speakers
250 attendees
2 workshops
35% Italians
We have been organizing international conferences for 12 years gathering to our venues more than 10,000 attendees.

**PHP Day 2014**
- 2 days
- 24 speakers
- 308 attendees
- 5000+ video streaming connections

**JS Day 2014**
- 2 days
- 23 speakers
- 324 attendees
- 5000+ video streaming connections

**Better Software 2014**
- 3 days
- 30 speakers
- 240 attendees
# Sponsor Levels

**Custom Sponsorships (Breaks, Lunch, Party, T-shirts) Available Upon Request**

<table>
<thead>
<tr>
<th></th>
<th>Minion</th>
<th>Bourgeois</th>
<th>Pica</th>
<th>Great Primer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Free Passes for the Event</strong> *</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td><strong>30% Discount for Full-Price Passes</strong> *</td>
<td>–</td>
<td>4</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td><strong>Mention in Newsletters</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>Mention on Social Networks</strong></td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>Mention in Press Release</strong></td>
<td>–</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>Logo on Conference Website</strong></td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td><strong>Logo on Conference Programme</strong></td>
<td>●</td>
<td>●</td>
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<tr>
<td><strong>Logo on Roll-ons at the Venue</strong></td>
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<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td><strong>Logo on Posters</strong></td>
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<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td><strong>Logo at the Beginning of Video</strong></td>
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<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td><strong>Gadget in Schwag (Provided by the Sponsor)</strong></td>
<td>–</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Stand at the Venue (1 Desk, 2 Seats)</strong></td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Costs (VAT Excluded)**

- Minion: Eur. **500,00**
- Bourgeois: Eur. **1,000,00**
- Pica: Eur. **2,500,00**
- Great Primer: Eur. **5,000,00**

*Workshop Excluded*
Sponsorships
Francesco Fullone
francesco@kerning.it
+39 347 2243285

Maurizio Piacenza
maurizio@kerning.it
+39 339 5997163

Speakers
Enrico Stradaioni
enrico@kerning.it
+39 338 4689953

Beatrice Bassi
beatrice@kerning.it
+39 333 2888213

Town & Venue