



Typography Shifted

NGUTU KĀKĀ

Based in New York and founded in 1946 by the industry's leading designers, Type Directors Club (TDC) is an international organisation known for building a creative community through public events and platforms, supporting the growth of students and early-career professionals, and recognising excellence in type design across the globe.

Key to their programme are TDC's annual exhibitions, which travel widely to cities across the Americas, Asia, and Europe. Since 2019 Lloyd Osborne and Shabnam Shiwan, from Tāmaki Makaurau-based creative agency Osborne Shiwan, have worked with TDC to bring these exhibitions to Aotearoa audiences. For TDC70 Aotearoa, over 100 finalists were selected from over 2,000 entries and 63 countries, with only the highest calibre projects representing the leading edge of international design practice making the cut.

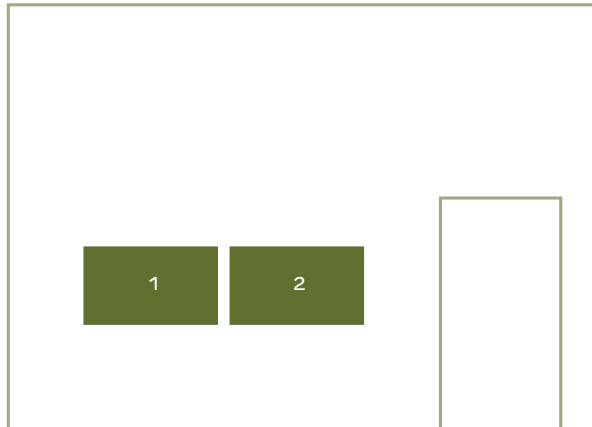
Building on the theme 'Typography Shifted', TDC70 Aotearoa explores the ever-shifting nature of typography in design. It showcases a range of internationally recognised studios, including Apple, Base Design, Foreign Policy Design Group, Landor, Pentagram, Studio Dumbbar, and Wolff Olins. In this, its 70th year, Osborne Shiwan have also extended the scope of the exhibition to include both past and present Aotearoa finalists, including work from Alt Group, Designworks, Extended Whānau, Klim, Monolith, Seachange, and Seven, as well as entries for Atamira Dance Company and Deadly Ponies.

TDC70 Aotearoa has been generously sponsored by Osborne Shiwan and Klim Type Foundry, and the Gallery wishes to thank all the supporters who have made this exhibition possible:

tdc. **Osborne Shiwan** *Klim Type Foundry*  **PHANTOM** **A2A** *Finery*

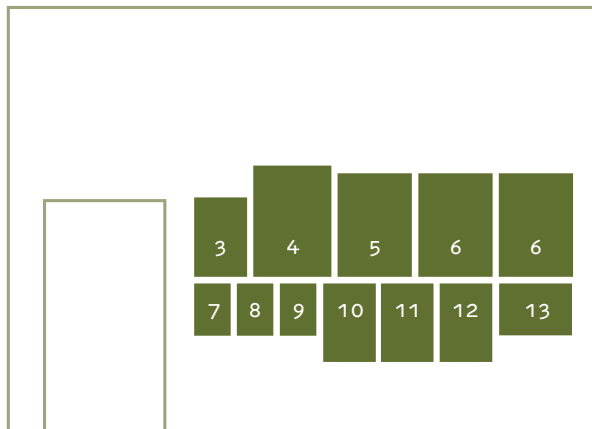
Instagram: @typehere.aotearoa

ENTRANCE WALL (EXTERIOR)



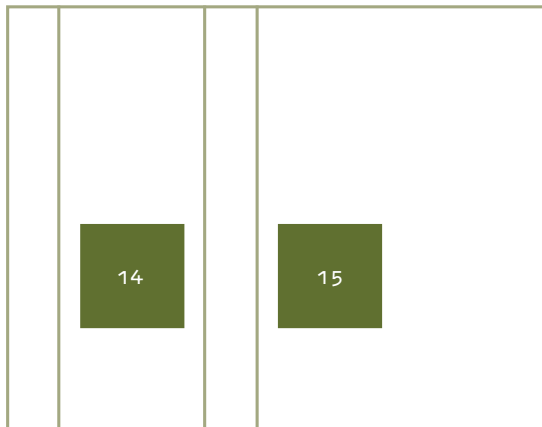
- 1 TDC70 VIDEO SHOWREEL 1
(Various)
- 2 TDC70 VIDEO SHOWREEL 2
(Various)

ENTRANCE WALL (INTERIOR)



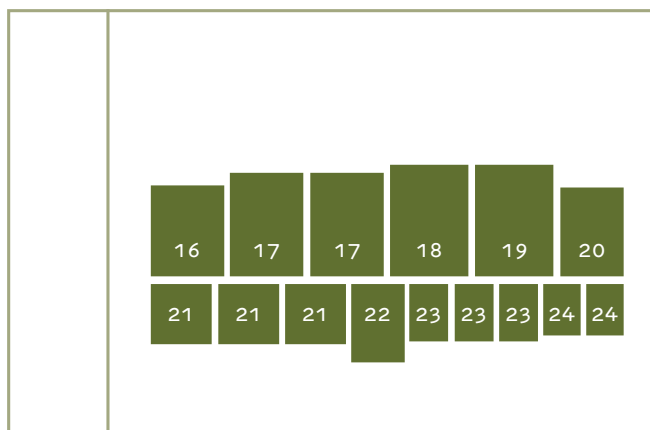
- 3 KODAK
Esther Yeseul Lee
- 4 KUNSTSTIPENDIEN DER STADT ZÜRICH
Baby Ink Twice
- 5 BYNOW X CREATOR
Tao Graphic Design Studio
- 6 CULTURAL TALENTS TOURNAMENT
Milk Network (x2)
- 7 SIGNIFIER
Klim Type Foundry
- 8 THE MĀNUKA COLLECTION
Klim Type Foundry,
Dave Foster, Noe Blanco
- 9 THE EPICENE COLLECTION
Klim Type Foundry,
Dave Foster, Noe Blanco
- 10 MYOM FLUID IDENTITY
Landor
- 11 TEMPO
Deadinbeirute
- 12 CULTURAL TALENTS TOURNAMENT
Milk Network
- 13 THERE IS NO SUCH THING AS A NEW ZEALAND TYPEFACE
Alt Group

NORTH WALL



- 14 SMOKEY AND THE GAMBIT
FOR DEADLY PONIES SILKS
Osborne Shiwan
- 15 GAGA FOR GALA
FOR DEADLY PONIES SILKS
Osborne Shiwan

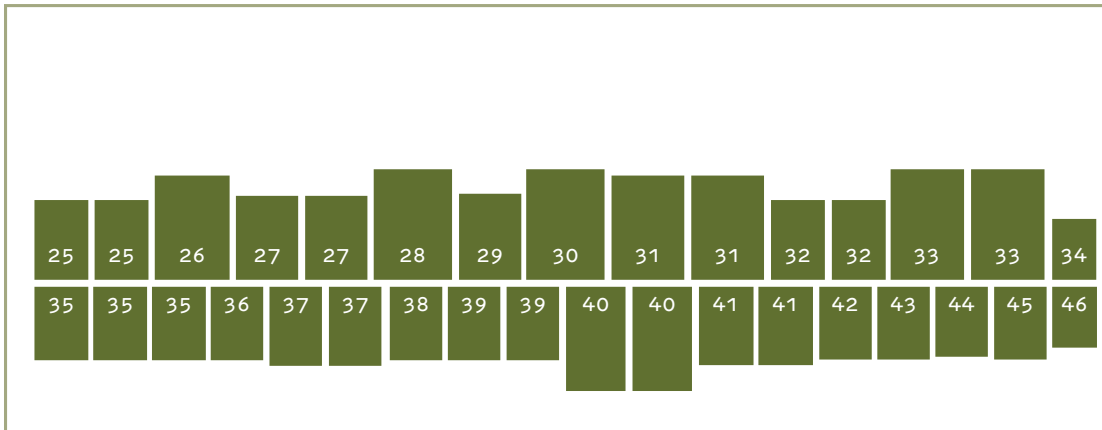
EAST WALL



- 16 MĀLĀ PROJECT
Jingqi Fan
- 17 FUKT MAGAZINE
Ariane Spanier Design (x2)
- 18 DOOR OPEN DOOR CLOSED
Erich Brechbühl

- 19 TAPE IT EASY!
Niklaus Troxler Design
- 20 TDC 2021
hesign Studio
- 21 MAR
Faaade (x3)
- 22 ROCK & ROLL HALL
OF FAME REBRAND
Base Design
- 23 OFICINAS DE CRIATIVIDADE
SESC POMPEIA
Bloco Gráfico (x3)
- 24 STUFF TYPE SUITE
Monolith & Designworks (x2)

LONG WALL



25	<u>THE NYC BRAND CREATION & LAUNCH</u> Base Design (x2)	35	<u>25.HFG-RUNDANG</u> Elise Pixel (x3)
26	<u>DINA TYPE FAMILY</u> Baldinger•Vu-Huu	36	<u>ARTUR BETERBIEV VS CALLUM SMITH</u> Hayley Lim
27	<u>OVER, AGAIN</u> Studio Nopqrst (x2)	37	<u>DIVING INWARD</u> Paprika (x2)
28	<u>TAG DER OFFENEN TÜR</u> Neesan Müller Görner	38	<u>AGNES LLOYD-PLATT</u> Seachange
29	<u>I WANT FESTIVAL 2023</u> Studio Kekfeng	39	<u>TALA SAFIE</u> Foreign Policy Design Group (x2)
30	<u>BAKUB 2</u> Kornhaus Atelier	40	<u>VISUAL IDENTITY FOR SELECTIVE MUSIC</u> Bleed Design Studio (x2)
31	<u>26 PLIZFONT</u> Patrick Bittner (x2)	41	<u>CAD 10TH ANNIVERSARY</u> R2 Design (x2)
32	<u>ENCO INTERNATIONAL</u> Alan Xu (x2)	42	<u>SAMSON</u> Seven
33	<u>DUMP DUMPLINGS</u> Tian Bai (x2)	43	<u>36 NYC MATCHBOXES</u> Lily Boyce
34	<u>ROMANIAN DESIGN WEEK</u> Claudia Draghia, Sebastian Pren, Radu Manelici	44	<u>FLIBBERTIGIBBET</u> Siyu Mayoby
		45	<u>O LIEB', SOLANG DU LIEBEN KANNST!</u> Ming Yi
		46	<u>U&I</u> Code Switch

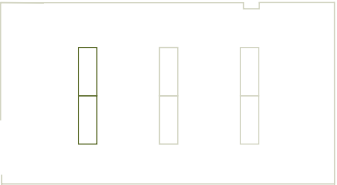


TABLE ROW 1

47	60
48	60
49	60
	61
50	61
51	62
52	63
53	
54	64
	65
55	66
56	67
57	68
	69
58	70
58	71
59	72
	73

47	<u>DINA TYPE FAMILY</u> Baldinger•Vu-Huu	60	<u>2024 SVA YEARBOOK</u> (x3)
48	<u>DISTANT FLASH</u> Doris Liu	61	<u>STRIPBURGER 30</u> AA (x2)
49	<u>REPETITION POEMS</u> Xinyi Liu	62	<u>KANAZAWA ADC ANNUAL</u> Dentsu West
50	<u>SAMSON</u> Seven	63	<u>REWI</u> Extended Whānau
51	<u>ART ATHINA</u> G Design	64	<u>DIPLOME</u> Lea Johanna, Biarma Diegmüller
52	<u>THE NEW YORK</u> <u>TIMES MAGAZINE</u>	65	<u>I WANT FESTIVAL</u> Studio Kekfeng
53	<u>CLASS OF</u> <u>GERWIN SCHMIDT</u> Jonathon Körner	66	<u>IF SHEHRAZAD</u> Dana Al Assir
54	<u>THE BOOK OF TIME</u> Xinyi Qiao	67	<u>CLASSICS</u> Casa Rex, Middlebury College
55	<u>FEDERAL PRIZE</u> <u>FORART STUDENTS</u> Cotton Capital	68	<u>FUKT MAGAZINE</u> Ariane Spanier Design
56	<u>PRIME MATTER BSS</u> Semiotik Design Agency	69	<u>THE POTTERY SOUL</u> M-N Associates
57	<u>26 PLIZFONT</u> Patrick Bittner	70	<u>2024 ANNUAL EDITION</u> Jäger & Jäger
58	<u>SHEPHERDS AND</u> <u>THE SLAUGHTERHOUSE</u> AA (x2)	71	<u>THE GLORY OF</u> <u>TRANSCENDING TIME</u> Yin Linlin
59	<u>BEIQIAO BOAT FIST</u> Phoenix Education Publishing	72	<u>GLOBAL SPREAD OF SUN</u> <u>TSU'S ART OF WAR</u> Zhou Chen
		73	<u>GESTALTUNG ALS PROZESS</u> Sarah Fyrguth

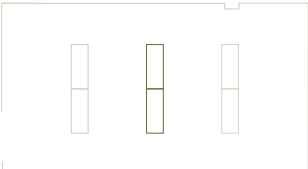


TABLE ROW 2

74	90
75	91
76	92
77	93
78	94
79	95
80	96
81	97
82	98
83	99
84	100
85	101
86	102
87	103
88	104
89	105

74	<u>IT'S US AGAIN</u> Collect	90	<u>TANZQUARTIER WIEN</u> <u>BRANDING</u> Studio VIE
75	<u>PIXEL, PATCH</u> <u>UND PATTERN</u> Rüdiger Schlömer	91	<u>HUONG DISPLAY FONT</u> Abbey Luong
76	<u>INNA ART SPACE 10</u> Transwhite Studio	92	<u>DAYDREAM</u> hesign Studio
77	<u>FREISTIL 6</u> Sarah Schnurbus	93	<u>THE BEST GERMAN</u> <u>BOOK DESIGN</u> Daniel Wiesmann
78	<u>AMERICAN READERS</u> <u>AT HOME</u> Ludovic Balland	94	<u>LUDWIG LEO</u> Siyu Mao
79	<u>THE 2ND SHENZHEN</u> <u>INTERNATIONAL</u> <u>POSTER FESTIVAL</u> <u>WORKS COLLECTION</u> Chen Pingbo	95	<u>KARL-HEINZ</u> <u>DRESCHER</u> Markus Lange
80	<u>SCHOOL OF VISUAL</u> <u>ARTS SENIOR LIBRARY</u> Hinterland	96	<u>THE ART</u> <u>HAPPENS HERE</u>
81	<u>CONJUNGLYPH</u> Thinking Room	97	<u>THIS WAY!</u> Marian Misiak (x2)
82	<u>OFFICINA HUMANA</u> Projektttriangle Design Studio	98	<u>FESTIVAL RÜMLINGEN</u> <u>PROGRAMMBUCH</u> Neeser & Müller
83	<u>FUKT MAGAZINE</u> Ariane Spanier	99	<u>THE NEW YORK</u> <u>TIMES TYPE</u> <u>SAMPLE</u>
84	<u>THIERRY MUGLER</u>	100	<u>SEASON BOOKLET</u>
85	<u>THE WALKER ARTS</u> <u>CENTER</u> (various)	101	<u>TSÜRI MAGAZINE</u>
86	<u>ROLLING STONE</u> <u>MAGAZINE</u>	102	<u>LA BELLE</u> <u>ET LA BÊTE</u> Rational Beauty
87	<u>PATTERNS &</u> <u>INSIGHTS</u> North	103	<u>WORDPLAY</u>
88	<u>ILEGIBILITY PROJECT</u> Joanna Tyborsowska	104	<u>GRIEF & GRIEVANCE</u> Polymode/ Inglewood
89	<u>UNCONTROLLED TYPES</u> Joanna Tyborsowska	105	<u>PROJECT 1:</u> <u>CROSSED LINES</u> <u>GRIEF & GRIEVANCE</u> Polymode / Inglewood

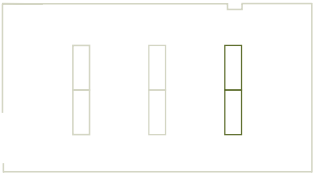


TABLE ROW 3

106

107
108
109
110
111

106	<u>THE NEW YORK TIMES</u> Various (x10)
107	<u>ATAMIRA</u> Osborne Shiwan
108	<u>THE HUMAN RIGHTS</u> <u>CAMPAIGN ANNUAL</u> <u>REPORT</u> Design Army
109	<u>CANAL MAGAZINE</u> Sunday Afternoon
110	<u>LA FERME DU LOUP</u> Paprika
111	<u>GASOEK</u> Jamo

Published by Te Wai Ngutu Kākā
Gallery at Te Kura Toi a Hoahoa –
School of Art and Design, Auckland
University of Technology, to
accompany the exhibition:
TDC Aotearoa / Typography Shifted,
22 August - 13 September 2025

Te Wai Ngutu Kākā Gallery staff:
Curator & Manager: Stephen Cleland
Exhibition Designer: Eddie Clemens
Gallery Assistant: Mitchell McGrath
Operations Administrator: Nat Tozer
Assistant Gallery Technician:
Zak McNeil

First printed in August 2025

© 2025 Te Wai Ngutu Kākā Gallery
and the authors.

