

Type MMX precedes Loeries

Type MMX, a high-end typographical workshop series to be hosted by internationally recognised type designer Freda Sack, president of the International Society of Typographic Designers and principal of Foundry Types, will be held in Cape Town at 2pm on Wednesday, 29 September 2010, at Concept Interactive.

Sack will participate in the inaugural Loeries portfolio day alongside some of the biggest names in South African advertising and design.

"Having participated in and seen the positive energy at Pxl_shft, the Loeries are proud to have Type MMX part of the weeklong creative activities leading up to the Loerie Awards 2010," says Andrew Human, CEO the [Loerie Awards](#). "This collaborative effort will bring value to participants of Loeries 2010 and the broader creative community."

John McMillan, education officer for the International Society of Typographic Designers (ISTD), supported by Sack, will chair this session via video conference. "The aim of the roundtable is to showcase the good work that has been done by my South African colleagues in past years and present ISTD efforts in education, globally," says McMillan.

A two-hour student workshop, which is open to students from all institutions, will be hosted at False Bay College in Khayelitsha on Thursday 30 September 2010 at 10am. This will be followed by a professional workshop at the Cape Peninsula University of Technology (CPUT), Cape Town Campus, on Fri 1 October 2010. This workshop will start at 10am as well.

After the Loerie Awards in Cape Town, the weekend of 2 October, the workshops move to Johannesburg with a student workshop lined up for 2pm on Monday 4 October at the University of Johannesburg, Soweto Campus. The professional workshop will take place at City Varsity in Newtown at 10 am on Tuesday 5 October.

The educators' roundtable, in association with the Design Education Forum of South Africa (DEFSA), is officially endorsed by the Loeries.

Type MMX Workshop registrations, workshop details and venue information can be found on the website : www.creativeweek.pro.