

CONTACT:

Jessy Clonts, public relations and marketing manager
Ulrich Museum of Art, Wichita State University
(316) 978-6462 | jessy.clonts@wichita.edu

FOR IMMEDIATE RELEASE



***International Type ThrowDown* pits Wichita State design students against global competition in new Ulrich Museum exhibition**

Vote to win Shocker men's basketball tickets until Feb. 20

Typography fans, get ready to rumble. The Ulrich Museum of Art and the WSU School of Art and Design present *International Type ThrowDown*, a typographic competition between design students at Wichita State University and around the world.

Voting for designs is open to the public through the website, typethrowdown.wordpress.com, and in person at the Ulrich. Voters who visit the museum will have an opportunity to be entered into a drawing for tickets to the Feb. 22 Wichita State men's basketball game against Drake University. *International Type ThrowDown* is on view in the museum's experimental first-floor space, Ulrich Underground, Jan. 25–March 2.

The exhibition is a competition that pits typographic character designs against each other in single-elimination brackets – much like a sports tournament – in four non-Latin alphabet categories: Arabic, Greek, Hebrew and Sanskrit. Early rounds of the competition began online in December 2013, and the semi-final and final rounds of voting for each bracket opened with the exhibition Jan. 18. With one bracket per week “throwing down” for votes, the four champions will be announced Feb. 21 and remain on view through March 2.

International Type ThrowDown was initiated by Jeff Pulaski, assistant professor of graphic design at Wichita State, and Joey Hannaford, assistant professor of graphic design at the University of West Georgia. Pulaski created the contest as a holiday break assignment for his class in 2012, based on a similar project he had seen online. The goal of the *Type ThrowDown*

project is to increase student interest in the art of typography through competition and showcase students' design skills.

“Typography is something people take for granted. It’s just something that’s on our computers, but there’s a rich history to it,” said Pulaski. “There’s an awful wide range of styles and variations out there to be used and appreciated and understood. Type has character and feeling; people should have a greater understanding of what it is.”

Pulaski explains the work involved in designing a new typographic letter or font.

“Designers have to think about readability, style, character and a lot of design aspects like balance, eye flow and distinctions between characters. A huge amount of time is spent making sure it all works together.”

The design students represent universities worldwide, including Wichita State, Rochester Institute of Technology, University of West Georgia, Indian Institute Guwahati (India), Academy of Fine Arts in Sarajevo (Bosnia and Herzegovina) and the University of Novi Sad (Serbia).

A ThrowDown party will take place from 12-2 p.m. Thursday, Feb 20, at the Ulrich Museum and feature giveaways for students who turn out to vote and photos with the WSU mascot, WuShock. The event will be co-sponsored by members of the WSU Public Relations Student Society of America.

About the Ulrich Museum of Art

Located on the campus of Wichita State University, the Edwin A. Ulrich Museum of Art is home to the renowned 76-piece Martin H. Bush Outdoor Sculpture Collection – rated one of the top collections of its kind by Public Art Review – and a permanent collection of more than 6,600 works of modern and contemporary art. Established in 1974, the Ulrich Museum seeks to expand human experience through encounters with the art of our time. To learn more about the programs, events and exhibitions at the Ulrich, visit www.ulrich.wichita.edu and follow the Ulrich on Facebook and Twitter. The galleries are open Tuesday 11 a.m.–5 p.m., and for extended hours (through April 13, 2014) Wednesday through Friday 11 a.m.–8 p.m., and weekends noon–6 p.m. Admission, parking and group tours are free.

###