



Traffic Helvetica December 9th-December 16th

Helvetica - The Phenomenon

This month Traffic a new design gallery here in Dubai will be hosting the typeface phenomenon documentary Helvetica. Helvetica was a sell-out world premiere at the South by Southwest Film Festival and has since created a global frenzy. It talks about the modernist icon evoking poetic images of its worldwide use through interviews with designers who either love it or loath it.

Helvetica was designed by Max Miedinger and Eduard Hoffmann who wanted to create a sans-serif font that would compete with Akzidenz Groteskthein in the Swiss market.

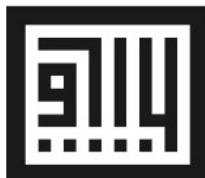
Originally named Neue Haas Grotesk, the name was changed to make the font more internationally marketable, so Helvetica was born deriving from the latin name Helvetica meaning Swiss.

Throughout the Dubai film festival running from December 9th - December 16th, Traffic a design gallery here in Dubai based in Al Barsha will be showing the feature length film for free at 7.30pm, each night.

This is an RSVP event so reserve your seat now by emailing, traffic@9714.com

Location map for traffic can be found at, www.viatraffic.org

Please contact lucy@9714.com for more info



9714 PR
CONTACT: LUCY FREEMAN
Tel: +97150.9532344 / +9714.3402090