



klimis mastoridis

Klimis Mastoridis studied printing & publishing, small offset & reprographics, and book design at the *London College of Printing, UK*. On completion of a postgraduate course in the *Department of Typography & Graphic Communication at the University of Reading* he undertook research, which led to his PhD degree; title of thesis: "Casting the Greek Newspaper. A study of the morphology of the ephemera from its origin until the introduction of mechanical setting".

He is a Fellow of the *Institute of Printing, UK*, and member of the *ATypl*, the *Internationale Gutenberg Gesellschaft*, the *Printing Historical Society*, as well as of other academic societies relating to the theory of typography and the history of printing and graphic communication. He has participated in international conferences in Greece and abroad and was responsible for the academic part of the first-ever international conference about typography held in Thessaloniki, Greece, in October 1992 (DIDOT Programme). He has addressed postgraduate students at the Aristotle University of Thessaloniki and has taught in various colleges on the subject of typography.

KM ran his own bookshop-publishing house in Thessaloniki from 1977 till 1997. In 1987 he established the publishing house *Typophilia* specializing in typographic and printing bibliography, of which he is now the director. He is also co-founder and chairman of *alterVision, typography & visual communication ltd*.

Since 1998 he is the head of the *Publishing Mechanism of the University of Macedonia* in Thessaloniki. In June 2001 the governing body of the *University of Macedonia* decided to establish the *University of Macedonia Press* to which KM was elected director.

He has published many articles about typography and is the author of the books *Reproduction and printing issues* (Thessaloniki, 1988, 1993, 1997) and *Casting the Greek newspaper* (Thessaloniki, 1999). Since 1998 he edits and publishes the journal *Hyphen, a typographic forum*.

His contribution, in an academic and practical level, to the advancement of the typographic arts field in Greece has been highly praised in a number of published presentations and interviews (radio, TV and magazines) during the last fifteen years.

KM has designed and edited a large number of books, journals and ephemera and has contributed to many visual and brand identity development projects as well as information design projects for major companies and institutions.

KM is the inspirator of the event called 'International conference on typography and visual communication', which is organized by the *University of Macedonia Press* in cooperation with *altervision* and other institutes and companies involved in the field of typography, design and visual communication. The conference is held at the *University of Macedonia* in Thessaloniki.

studies

- 1) Doctor of Philosophy (PhD) *University of Reading, Department of Typography & Graphic Communication*, May 1997 (*Onasis Foundation Scholarship*). Title of thesis: "Casting the Greek Newspaper; a study of the morphology of the ephemeris from its origins until the introduction of mechanical setting".
- 2) Diploma in Printing and Publishing Studies for Graduates
London College of Printing
- 3) Diploma in Reprographic Techniques and Small Offset
London College of Printing
- 4) Certificate in Book Design
London College of Printing
- 5) Postgraduate Certificate in Theory of Typography and History of Graphic Communication
University of Reading, Department of Typography & Graphic Communication

books journals

- 1) *Printing & reproduction issues* (in Greek), Thessaloniki, 1988, reprints: 1993, 1997.
- 2) Translation (Greek) of Stanley Morison's book *First Principles of Typography*, Thessaloniki, 1990.
- 3) Editor and publisher of the journal *Hyphen, a typographic forum*, which is published in Thessaloniki since 1998.
- 4) *Casting the Greek Newspaper; a study of the morphology of the 'ephemeris' from its origin until the introduction of mechanical setting*, Thessaloniki, 1999.
- 5) (editor), *Proceedings of the 1st International Conference on Typography & Visual Communication*, Thessaloniki, 2004.

articles

- 1) The DTP photocomposition, *The Typography*, 1.1.1988 (in Greek).
- 2) Drawbacks of new composition methods and negative effects on typographic design, *The News of Graphic Arts (NGA)*, March 1988, (in Greek).
- 3) Flexography, *The Typography*, 1.4.1988, (in Greek).
- 4) About justifying texts, *NGA*, April 1988, (in Greek).
- 5) New developments in copy machines, *The Typography*, June 1988, (in Greek).
- 6) How do we go to Didot street? *NGA*, August 1988, (in Greek).
- 7) Typographic wanderings I (Gutenberg Museum), *The Typography*, 1.4.1989, (in Greek).
- 8) Typographic wanderings II (Plantin-Moretus Museum), *The Typography*, 1.6.1989, (in Greek).
- 9) Typography and graphic communication (translated interview of Prof. M. Twyman, head of the Dept of Typography & Graphic Communication, University of Reading), *NGA*, 1989, (in Greek).
- 10) DTP, Some personal views, Professional Printer, *Journal of the Institute of Printing*, UK, July-August 1989.
- 11) Corrections, proof correction symbols and house style in Greek editions I, *NGA*, October 1989, (in Greek).
- 12) Corrections, proof correction symbols and house style in Greek editions II, *NGA*, January 1990, (in Greek).
- 13) About the secret art, *The Sunday Avgi*, 27.5.1990, (in Greek).
- 14) About the secret art, *To Dentro*, April-May 1990, (in Greek).
- 15) DTP systems, *NGA*, May 1990, (in Greek).
- 16) LPES 90, *The Typography*, 1.12.1990
- 17) Artistic printing office: hate and love relationships with the Greek typefoundries, *NGA*, January 1991, (in Greek).
- 18) — published also in *The Typography*, 15.4.1992
- 19) "The form of the letter", a book review, *NGA*, January 1992, (in Greek).
- 20) Typographic education and the role of corrections, *To Dentro*, September-October 1992, (in Greek).

- 21) About the secret art, (reprint from *To Dentro*), *NGA*, September 1992, (in Greek).
- 22) Early Greek newspapers, *The Press*, May 1993, (in Greek).
- 23) Early Greek newspapers, (reprint from *The Press*), *The Typography*, 1.7.1993, (in Greek).
- 24) The typography of the advertisement in the Greek newspaper of the nineteenth century, *The Sunday Avgi*, 20.2.1994, (in Greek).
- 25) Greek Type design I, *Print & Publish*, March 1994, (in Greek).
- 26) Greek Type design II, *Print & Publish*, April 1994, (in Greek).
- 27) The typography of the advertisement in the Greek newspaper of the nineteenth century, (reprint from *The Sunday Avgi*), *NGA*, issue 107, March 1994, (in Greek).
- 28) The typography of the language and the language of typography, *The Sunday Avgi*, 14.8.1994, (in Greek).
- 29) Funerals or printing museums? *NGA*, issue 116, February 1995, (in Greek).
- 30) About the history and the evolution of Greek printing types, *Neo Epipedo*, issue 20-21, Spring 1995, (in Greek).
- 31) The secret story of Times, a discovery of typographic research, *Print & Publish*, September 1995, (in Greek).
- 32) — published also in *NGA*, October 1995, (in Greek).
- 33) Typography and newspapers; from the pre-Revolutionary “ephemerides” to the modern Greek Press, *Seven Days*, *The Sunday Kathimerini*, 7.4.1996, (in Greek).
- 34) About the history and the evolution of Greek printing types, (reprint from *Neo Epipedo*), *The Typography*, 15.9.1996, (in Greek).
- 35) Short note about communication within the graphic communication field, *ACRO*, no.1, October 1996, (in Greek).
- 36) Book reviews, *ACRO*, October 1996, (in Greek).
- 37) The typography of the Greek political-satirical newspaper, *The Typography*, 15.1.1997, (in Greek).
- 38) The printing type in the design of printed matters, *ACRO*, no.2, February 1997, (in Greek).
- 39) Book reviews, *ACRO*, February 1997, (in Greek).
- 40) Correction symbols, a special typographic language, *ACRO*, no.3, June 1997, (in Greek).
- 41) Book reviews, *ACRO*, June 1997, (in Greek).
- 42) About the typographic arrangement of the satirical newspaper of the nineteenth century, *ACRO*, no.4, October 1997, (in Greek).
- 43) Typographic elements of the Greek newspapers towards the 1870s, *Hyphen*, no.1, Spring 1998, (in Greek).
- 44) The first greek typographic school, *Hyphen*, vol.1, no.2, Autumn 1998, (in English).
- 45) Book reviews, *ACRO*, no.8, December 1998, (in Greek).
- 46) ‘Ephemeris and the first steps of the Greek Press’, *Hyphen*, no.3, Winter 1999, (in English).
- 47) The loneliness of greek typography; myth or reality?, *Hyphen*, no.4, Summer 1999, (in English).
- 48) ‘A short note about the “graphic arts archive” of George Zioutos’, *Hyphen*, vol. 2, no.3, Summer 2000.
- 49) Greek letters; what is to be written?, *Delta d*, issue 11, July-August 2000, (in Greek).
- 50) Russian Graphic communication, *Demotis*, issue 16, December 2000, (in Greek).
- 51) Short note about two 19th century printing presses, *Hyphen*, vol.3, issue 1, Autumn 2000.
- 52) A discussion with Stavros Venetis, managing director of the Victoria typefoundry, (Summer 1990), *Hyphen*, vol.3, issue 1, Autumn 2000.
- 53) Typographic corrections; From Mousouros to the Internet, *Hyphen*, vol. 3, issue 2, Winter 2002.
- 54) — also published in *Editorial problems and wonders*, Proceedings of the conference dedicated to the memory of G.P. Savvidis Athens, 2002.
- 55) The newspaper look; typographic experiments in the Greek 19th century Press, *To allo Vema/To Vema*, Sunday 30 June 2002.
- 56) A meaningful collector’s edition: The ‘Epitaphios Threnos’ with woodengravings by the artist-typographer Yannis Stephanakis, *The Sunday Kathimerini*, 6 October 2002.

articles (cont.)

- 57) — published also in *Hyphen*, vol.4, issue 1, Winter 2003.
- 58) 1st Thessaloniki international conference on typography and visual communication; the overtone, *Delta D*, issue 24, September-October 2002.
- 59) — published also in *Graphic Arts*, issue 40, September 2002.
- 60) 1st Thessaloniki international conference on typography and visual communication; Opening speech, *The Typography*, issue 941, 15 October 2002 and 942, 1 November 2002.
- 61) — published also in *Hyphen*, vol.4, issue 1, Winter 2003.
- 62) 1st Thessaloniki international conference on typography and visual communication, *The News of the University of Macedonia*, issue 2, December 2002.
- 63) Book review, *Takis Vulgaridis, Lithography: My life*, *Hyphen*, vol.4, issue 2, 2003.
- 64) Book review, *Manolis Vithinos, History of the Graphic Arts*, *Hyphen*, vol.4, issue 2, 2003.
- 65) Lifestyle publications and typography; some views about the greek reality, in *Technopegnion*, issue 2, March 2004
- 66) Typographic conventions in the 19th century greek printed matters, in The Greek printed book, 15th-19th century, Proceedings of the international symposium, Athens, 2004.
- 67) Cutting and casting Greek types in the 19th and 20th century, *Gutenberg Jahrbuch*, 2006
- 68) Cutting and casting Greek types in the 19th and 20th century, (in Greek), *Hyphen*, vol. 6, 2006

interviews

- 1) Interviewed by Vasilis Levantidis, in *Odhos Vivliou*, TV Makedonia, 1999.
- 2) Interviewed by Ilias Koutsoukos, *Radio 9.58FM*, 8 February 2000.
- 3) "Setting the art of typography", Interviewed by Valentini Papageorgiou, in *Panselinos/Makedonia*, issue 23, 13.2.2000.
- 4) Interviewed by *Graphic Arts*, issue 11, March 2000.
- 5) Interviewed by Giannis Simantiras, Special issue of *Marketing Week* about the Greek Typography, July 2000.
- 6) Interviewed (together with the *alterVision* team) by Demetris Fakinos, *Delta D*, issue 19, Nov.-Dec. 2001.
- 7) Interviewed by Thanasis Antoniou, *Marketing Week*, issue 925, 17 June 2002.
- 8) Interviewed by Kyriaki Tsolaki, in *Panselinos/Makedonia*, issue 146, 23.6.2002.
- 9) Interviewed by Aspasia Vouzi, *Sunday Date/Angelioforos*, 30.3.2003
- 10) Interview printed in *The Typography*, 1.3.2004
- 11) Interviewed by Giorgos Kalientzidis, *Radio 9.58FM*, 20.4.2004.
- 12) Interviewed by Thomas Siomos, Greek Television 3 (ET3), 2004.
- 13) Interview printed in the *Delta D*, issue 43, Nov.-Dec. 2004.
- 14) Interviewed by Giorgos Kalientzidis, *Radio 9.58FM*, 20.4.2004.

conferences seminars teaching

- 1) Two-week seminars to the students of *North College, Dept of Graphic Design*, Thessaloniki, March 1989.
- 2) 'History of graphic communication and theory of typography', E.C. seminars, *Infoprint*, Thessaloniki, i) 9.1989, ii) 9.1990, iii) 9.1991, iv) 9.1992.
- 3) 'Reproduction and printing'. Seminars to the *Applied Arts Studies* students, *Dept of Graphic Design*, Thessaloniki, i) September 1992 - February 1993 and ii) February - May 1994.
- 4) In charge of the academic part of the International DIDOT Conference on typography, Thessaloniki, October 1992 (Infoprint, EEC Commet II, Helexpo).
- 5) Address to the International meeting on history of printing at Wolfenbuettel, Germany, in November 1992; title: "The Greek reality in education and research in the Graphic Arts field".

- 6) Address to the *Department of Education of the Aristotle University of Thessaloniki* in Florina, November 1994; title: "The typography of childrens' books".
- 7) 'Editing, history of graphic communication and theory of typography', E.C. seminars, *Infoprint*, Thessaloniki, i) September - October 1993 and ii) February 1994.
- 8) 'Introduction to PCs / Electronic publishing and DTP', *ELKEPA* (Thessaloniki branch), Diavata Prison, September 1996.
- 9) 'Electronic publishing at schools', E.C. seminars to teachers and educators, Thessaloniki, i) March - April 1998 and ii) May 1999.
- 10) Addresses to postgraduate students (*School of Philosophy, Department of Philology, Aristotle University of Thessaloniki*), February 2000, about the history and tradition of the Greek typography.
- 11) Address to the Conference 'Modern Greek Literature: Editorial concerns and doubts, Theory and Practice', ['Conference in the memory of G.P. Savidis', organised by the *Center for Neo-Hellenic Studies*], 15-17 June 2000, Esperia Palace, Athens, title: "Typographical editing: From Mousouros to the Internet".
- 12) Address to the conference organised by *Delta d, bimonthly edition about creativity and design*, at Bageion Megaron, Athens, 7.12.2000.
- 13) Address to the International Conference 'The Greek Book, 15th-19th Century', titled: "The typographic conventions in the 19th century greek printed matters", Delphi, 16-20.05.2001.
- 14) Address to the International Conference 'The Greek Press', titled: "Typographic experiments in the 19th century greek newspapers", National Hellenic Research Foundation, Athens, 2002.
- 15) Seminar organised by the University of Macedonia Press, "From the manuscript to the book", University of Macedonia, Thessaloniki, 27 February 2002.
- 16) General Secretary of the Organizing Committee and Member of the Scientific Committee of the 1st International Conference "Typography & Visual Communication; History, Theory, Education", University of Macedonia, Thessaloniki, Greece, 26-30 June 2002. Opening speech titled: "The DIDOT 1992 typographic conference; ten years later".
- 17) Series of three seminars titled "Typography and new technologies", Intercollege, Cyprus, 9-11 June 2003.
- 18) Seminar organised by the University of Macedonia Press, "Typographic tradition and history – A contemporary tool for visual communication, University of Macedonia, Thessaloniki, 17-20 March 2004.
- 19) General Secretary of the Organizing Committee and Member of the Scientific Committee of the 2nd International Conference "Typography & Visual Communication; Communication & new technologies", University of Macedonia, Thessaloniki, Greece, 24-29 June 2004.
- 20) Seminar: Conventional and electronic bibliography; a –unfortunately– neglected design tool, University of Macedonia, Thessaloniki, 29 Nov.-3 Dec. 2004.
- 21) Seminar: Typography & publishing; communicating vessels, University of Macedonia, Thessaloniki, 30 March 2005.
- 22) Seminar: 'Difficult' texts; typesetting and page-layout, University of Macedonia, Thessaloniki, 23 Nov. and 7 Dec. 2005.
- 23) The University of Macedonia Specialization Programme, Typography & Visual Communication; communication and new technologies, University of Macedonia, Thessaloniki, 16 Feb.-23 March 2006.
- 24) General Secretary of the Organizing Committee and Member of the Scientific Committee of the 3rd International Conference "Typography & Visual Communication; From Verbal to Graphic", University of Macedonia, Thessaloniki, Greece, 20-23 June 2007.

participation

- 1) EEC DIDOT Project
 - a) *University of Reading, Dept of Typography and Graphic Communication*, Reading, March 1991.
 - b) *Schule fuer Gestaltung Basel*, Basel, May 1992.
 - c) *Centro de Diseno Industrial S.A.*, Bilbao, October 1993.
- 2) *Premio Internazionale Biennale per la Storia, l'Arte e la Qualita del Libro*, Verona, June 1991.
- 3) *Institute of Reprographic Technology*, 'The impact of electronic publishing on inplant printing', London, May 1987.
- 4) 'International Summer School in Papyrology', *Institute of Classical Studies*, London 1987.

current
research
undertaken

History of 19th and 20th century Greek printing types and foundries. The project is run by the *Cultural Foundation of the Piraeus Bank Group* and is directed by the *National Hellenic Research Foundation, Centre for Neohellenic Research*.
Research within the EEC framework (Action 3) towards the 'Reinforcement of the University of Macedonia Publishing Mechanism; Developing tools for conventional and electronic publishing', University of Macedonia, 2004-2005

member

Fellow of The Institute of Printing, Paper and Publishing (FIP3), UK
International Society of Typographic Designers, UK
Printing Historical Society, UK
The Bibliographical Society, UK
Internationale Gutenberg Gesellschaft, Germany
Arbeitskreis Druckgeschichte, Germany
American Printing History Association, USA
Society of Scribes and Illuminators, UK
British Printing Society, UK
Information Design Association, UK
Founding member of the Greek Font Society, Athens, Greece

professional

Owner/director of the *Mastoridis Publishing House*, 1977-1997, Thessaloniki.
Founder (1987), and since 1997, managing director at the specializing on printing and typographic bibliography publishing house *Typophilia/Mastoridis*, Thessaloniki.
Cofounder and partner in *alterVision, typography and visual communication*, Thessaloniki, 1997
Chairman of *alterVision Ltd, typography and visual communication*, Thessaloniki, 2001-
Typographic advisor to the *University of Macedonia Publishing Mechanism*, Thessaloniki, 1998-
Director of the *University of Macedonia Press, University of Macedonia*, Thessaloniki, 2001-