Exhibition in Yerevan

Exhibition of the winning works from the 13th GRANSHAN Type Design Competition and more …

2 September 2024

Many things are coming together in Yerevan this week: for the first time since 2009, the Typographische Gesellschaft München (tgm) (https://tgm-online.de) is once again organising a study trip to Armenia (https://www.granshan.com/insights/study-trip-armenia-with-granshan-conference) – this time in cooperation with the GRANSHAN Foundation and the newsletter *eight days a week* (https://eightdaw.com).

It was obvious to plan several events in this context. We would like to highlight one particularly outstanding event here: an **exhibition of the winning works from the 13th GRANSHAN Type Design Competition**. Two posters will be shown for each winning work, one a free work using the winning typeface and the other a structured presentation of the special features of the respective typeface. In addition, Edik Ghabuzyan's life's work will be shown in another room: a relevant number of the more than 300 typefaces he has designed can be admired.

The exhibition will open on Saturday 7 September – together with the award ceremony for the winning works in the Armenian Script Group. Edik Ghabuzyan's life's work will also be honoured with the GRANSHAN Lifetime Honor Medal, which will be awarded for the first time on this occasion.

Exhibition opening on (https://www.granshan.com/e/roadshow-celebration-in-yerevan)
Saturday, 7 September from 2:00 pm
Sate Academy of Fine Arts of Armenia
Albert & Tove Boyajian Gallery
36 Isahakyan Street

GRANSHAN Lifetime Honor Medal for Edik Ghabuzyan

In the exhibition you will find the two typefaces from Edik Ghabuzyan, that are a part of his recognition with GRANSHAN Honor Medal. Here is a short description:

GHEA Apricot is a versatile typeface, offering support for Latin, Armenian, and Cyrillic. Characterized in Armenian by its distinctive double-sided serifs, this family includes 7 upright weights and their corresponding italics. The range spans from Regular to Bold for body text, while Extra Bold and Black–with matching italics–are ideal for headings, titles, and other

prominent typographic needs. While GHEA Apricot is primarily designed as a text typeface, its elegant traits allow it to perform well at larger sizes, making it equally suitable for display purposes. Like GHEA Fortune, it harmoniously combines the three scripts, preserving the unique typographic nuances of each script while ensuring a pleasent visual flow across the page. The typeface is enriched with a variety of delicate ligatures that not only optimize space but also enhance the overall composition with a touch of sophistication.

GHEA Fortune is an expressive display font that comes in a heavy style and with high contrast. It supports a broad range of Latin-based languages and Armenian, Cyrillic, with Bulgarian and Ukrainian alternates. In addition, the font incorporates special symbols for mathematical and monetary notation – such as the dram, ruble, hryvnia and, bitcoin. GHEA Fortune is designed with numerous ligatures for both Latin and Armenian, and facilitates the effortless composition of complex mathematical formulas. The harmonious integration of the three scripts ensures that each preserves its unique typographic characteristics while complementing one another seamlessly. The font's true power shines in larger formats, where its allure becomes even more pronounced. Whether for bold posters or presentations featuring intricate mathematical expressions, GHEA Fortune makes a striking impression.

Originally published at https://granshan.com/insights/exhibition-in-yerevan.
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