GRANSHAN's Global Impact on Type Design

For more than a decade, GRANSHAN has stood as a leading force in the recognition and advancement of beyond Latin typeface innovation.

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For more than a decade, GRANSHAN has stood as a leading force in the recognition and advancement of beyond Latin typeface design. By celebrating excellence in typography across a diverse range of scripts, it has fostered a dynamic global dialogue that extends beyond design into culture, communication, and identity. The scope of its influence is reflected in the following key figures:

- 50+ Countries represented
- 500+ Winners celebrated
- 13 Competitions held
- 15 Conferences organized

As the hub for global visual identity, GRANSHAN remains uniquely dedicated to the advancement of scripts beyond Latin. It serves as a platform where typefaces, typography, and visual communication converge to empower communities in developing cultural expression and commercial enterprises, maintaining a balance between local heritage, regional identity, and global reach.



GRANSHAN exhibition at the Atypl Conference, Antwerp, 2018



GRANSHAN Exhibition, Yerevan, 2017

A Legacy of Excellence

Since its establishment, GRANSHAN has remained the only professional competition exclusively focused on typeface design for scripts beyond Latin. Through a meticulous evaluation process conducted by a distinguished jury of experts, the competition has upheld its reputation for excellence, ensuring that only the most innovative and refined typefaces receive recognition. By embracing scripts such as Armenian, Thai, Arabic, Chinese, and many others, GRANSHAN has significantly contributed to the diversification and enrichment of global typography.



GRANSHAN Exhibition, Bangkok, 2023

Partners & Supporting Institutions

The success and sustained influence of GRANSHAN are made possible through the collaboration of esteemed institutions and organizations dedicated to the advancement of typographic culture. Among its key partners are:

- Design Institute
- Goethe Institute
- Association Typographique Internationale (ATypI)
- Typographische Gesellschaft München
- University of Reading

Further strengthening this network, GRANSHAN is actively supported by numerous foundries and typographic associations: **Cadson Demark** (https://www.granshan.com/supporting-foundries/cadson-demak), **Parachute** (https://www.granshan.com/supporting-foundries/parachute-typefoundry), **TypeTogether** (https://www.granshan.com/supporting-foundries/typetogether), **TypeType** (https://www.granshan.com/supporting-foundries/typetype), **Typotheque** (https://www.granshan.com/supporting-foundries/typotheque), **29LT** (https://www.granshan.com/supporting-foundri

es/29lt) who actively shape the competition. Their expertise, creativity, and commitment will play a crucial role in ensuring its mission to elevate the field of multiscript typography and enhance cross-cultural communication through design.



Symposium in Raabs, Austria

The Future of Type in Use

Building upon its legacy, GRANSHAN is preparing to launch a new initiative: the Bloom Award. This new forthcoming competition will focus on the practical application of typefaces, showcasing how typography functions within branding, editorial design, signage, digital interfaces, and other real-world contexts. By highlighting the ways in which type enhances communication and shapes visual identities across industries, this competition will further reinforce GRANSHAN's role as a catalyst for typographic innovation.

As we move forward, we invite designers, typographers, and visual communicators to engage with GRANSHAN's ever-expanding

platform and contribute to the ongoing evolution of multiscript typography.



Captured at the close of the 2022 conference and ceremony, speakers and attendees come together on stage, embodying unity and celebration. Credit: Michael Bundscherer

Stay tuned for more details on this exciting new chapter in the GRANSHAN legacy.

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