

# Indra Kupferschmid

Menu Designer

indra@kupferschrift.de

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## Summary

Indra Kupferschmid is a German typographer and writer, living in Bonn and Saarbrücken.

After studying visual communication at the Bauhaus-University Weimar and with Fred Smeijers in the Netherlands, she founded her own studio in 1999, mainly designing and editing books for several German speaking publishing houses and cultural institutions; research projects on architecture and housing; typeface development for print, packaging and consumer-product interfaces (phones, mobiles, navi).

Since 1997, Kupferschmid has been teaching typography and type design at various design schools, and since 2006, she has been a full professor at the Academy of Fine Arts in Saarbrücken at the French border.

Her typographic reference book, *Buchstaben kommen selten allein*, published by Niggli, Switzerland, was awarded one of the best designed books in Germany. She is co-author of *Helvetica forever*, by Lars Müller Publishers, writes articles, takes part in juries and gives lectures regularly.

## Specialties

typography, bookdesign, editorial design, corporate design, typedesign, interface design, teaching (higher education), consulting, writing

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## Experience

### **Professor at Academy of Fine Arts Saarbruecken**

October 2006 - Present (6 years 4 months)

Teaching Communication Design and Typography (Bookdesign, Typedesign, Corporate Design, Exhibition Design and more)

*1 recommendation available upon request*

### **Owner at \* Kupferschrift**

May 1999 - Present (13 years 9 months)

Typography, Book Design, Corporate Design, Exhibition Design, Typeface Design for interfaces and packaging.

Lecturing, Research on Typography and history of printing, Architecture, Baukultur. Design Consultancy, Writing.

*2 recommendations available upon request*

### **assistant researcher, lecturer at FH Düsseldorf**

October 2005 - July 2007 (1 year 10 months)

taught typography, bookdesign, publishing and production

**lecturer at HTWK Leipzig**

February 2004 - July 2006 (2 years 6 months)

lecturer typography, book-design, production

**assistant researcher at Bauhaus-Universität Weimar**

October 1999 - June 2001 (1 year 9 months)

at the Department of Architecture and Housing: research projects on housing in Europe, Baukultur, conversional project “neues bauen am horn” (former military area transformed to housing site), book-design and production

**lecturer at FH Bielefeld**

September 1999 - March 2001 (1 year 7 months)

lecturer typography

**lecturer at Bauhaus-Universität Weimar**

October 1997 - March 1998 (6 months)

lecturer typography 1997, 2001/02 book-design

**intern, freelance at Fred Smeijers Plus**

April 1997 - September 1997 (6 months)

helped with Fred's typedesign, UI, pixelfonts for some years

**intern at WatanoMatsuzaki Communications Amsterdam**

January 1997 - April 1997 (4 months)

worked on promotional material for Canon Europe, small house style projects

**intern, freelance at MetaDesign**

July 1996 - December 1996 (6 months)

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## Skills & Expertise

**Typography**

**Corporate Design**

**Graphic Design**

**User Interface Design**

**Visual Communication**

**Type Design**

**Book Design**

**Consulting**

**Print**

**Communication Design**

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## Education

### **Bauhaus-Universität Weimar**

Diploma, Typography, Graphic Design, 1993 - 1999

Activities and Societies: Ideenwerkstatt

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## Honors and Awards

Best designed books of Germany

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## 3 people have recommended Indra

"Indra's qualifications speak for themselves when one has a look at her resume. What it doesn't tell however is that she has a wonderful personality too: warm, open, enthusiastic and with a great sense of humour."

— **Paul van der Laan**, *Principal, Type Invaders*, worked directly with Indra at Academy of Fine Arts Saarbruecken

"I highly recommend Indra as a teacher and typographer. Few know their subject better."

— **Stephen Coles**, *Glyph Pusher, FontShop*, was with another company when working with Indra at \* Kupferschrift

"Indra is not only an outstanding professional, but is also a very inspiring personality, who is not satisfied with results until they are perfect."

— **Jacques Le Bailly**, *Typedesigner, The Enschedé Font Foundry*, was with another company when working with Indra at \* Kupferschrift

[Contact Indra on LinkedIn](#)