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Aleksandra Andreeva

Experimental typography

Currently a PhD student at the Department of Graphic Art and Visual Communication of the University of Arts in Poznan and working as a creative graphic designer. Through the use of conceptual visualizations, Aleksandra's projects are based on thorough research, observation and experimentation. She is investigating the relationship between the objective of creating letterforms and the results of experimenting with type. Her interest goes to strategies and achievements of graphic designers working with experimental typography as well as research of perception, semantic meanings and contextual messages in their projects.

She had the opportunity to present her projects on international exhibitions in USA, Mexico, Russia, Poland, France and the Ukraine and some of them were awarded. She also participated in international workshops, projects and design summer schools guided by Erik van Blokland, Rose Blake, Brody Neuschwander, Karel Martens, Ausra Lisauskiene, Niklaus Troxler and others.

Her articles about tendencies in contemporary poster, interactive artistic books and typography in architectural space were represented and published in monographies of international science conferences in Poland and Czech Republic.

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