

## ABSTRACT

The aim of my PhD was to create a series of posters and art installations inspired by typography in the urban space of Manchester and Katowice. I was intrigued by two typographic cultures and their influence on the iconosphere of Manchester and Katowice.

During my PhD I collated photographic material found on the streets of Manchester and Katowice. It clearly showed the richness of the world of typography in both cities. Photographic documentation also helped me distinguish the differences between both cities, which became an inspiration for my PhD.

Typography on the streets of Manchester showcases the city's industrial history and its various intertwining cultures. Katowice's typography is a collage of shouting advertisements, neon lights, signboards, and even Art Nouveau influences. I've conducted a survey among people in Manchester and Katowice. I've asked what they think about the city, and more precisely, *If they could describe Katowice / Manchester in a one word, what would it be?*

As a result I've created a series of teeny seven posters inspired by the Typography in both cities. For the exhibition posters were printed in the 100x70 cm format. Next based on the designed posters I've created two installations. Each installation consists of ten fabric prints, 195x137cm in size. Multilayered elements were printed on a sheer fabric. Thanks to the transparent properties of the material used a new image quality was obtained. Multi-layered installations are associated with the dynamics of the city in the context of its typography.

The city can give you a visual pleasure. The typosphere of the city is constantly changing. The lively character of the city inspired the creation of the installation *City Type*.