



Priscila Lena Farias

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Date of birth: 26/03/1964 **Nationality:** Brazilian, Italian

ABOUT ME

Priscila Lena Farias, Ph.D., is an Associate Professor of design at the University of São Paulo Faculty of Architecture, Urbanism, and Design (FAU USP). With a background in graphic design, she conducted Master and Doctoral degree studies in Communication and Semiotics before engaging in an academic career that focuses on design studies and design research. She is the Editor-in-chief of the journal *InfoDesign*, a member of the Editorial Board of the *Journal of Design History*, and *The Design Journal*, and a referee for several other scientific publications and research funding agencies. Her areas of interest and expertise are typography (type design, public lettering, history of typography, print culture), semiotics (C.S. Peirce, classification of signs), graphic design (books, ephemera, graphic design history), and information design (diagrams, legibility and readability of type). She is currently the head of the Visual Design Research Lab (LabVisual), of the International Relations Office, and of the Postgraduate Program in Design at FAU USP.

EDUCATION AND TRAINING

[2015 – 2016] **Habilitation (Livre-Docência)**

University of São Paulo (USP)

City: São Paulo | **Country:** Brazil |

- Degree required for being nominated Associate Professor

[1997 – 2002] **PhD (Communication and Semiotics)**

Pontifical Catholic University of São Paulo (PUC-SP)

City: São Paulo | **Country:** Brazil |

- With a Visiting Researcher period at Indiana University Bloomington, under the supervision of Douglas R. Hofstadter

[1994 – 1997] **Master's degree (Communication and Semiotics)**

Pontifical Catholic University of São Paulo (PUC-SP)

City: São Paulo | **Country:** Brazil |

[1980 – 1984] **BA (Design / Communication Design)**

Fundação Armando Alvares Penteado (FAAP)

City: São Paulo | **Country:** Brazil |

WORK EXPERIENCE

[09/2017 – 11/2021] **Visiting Scholar**

Università IUAV di Venezia

City: Venice | **Country:** Italy

- Participating in activities promoted by Iuav School of Doctorate Studies in Architecture, City and Design
- Collaborating on research project on typographic traditions and contemporary publishing practices
- Supervising PhD students

- Research Fellow (2019)
- Visiting Researcher (2021)

[08/2008 – Current] **Associate Professor, Full time**

University of São Paulo (USP)

City: São Paulo | **Country:** Brazil

- Teaching undergraduate (Architecture & Urban Studies and Design BA) and graduate (Master and PhD in Architecture & Urban Studies and in Design) students
- Supervising Master and PhD students (Architecture & Urban Studies and Design)
- Supervising undergraduate research students
- Coordinating the Visual Design Research Lab - LabVisual (2009-current)
- Coordinating the Design BA program (2015-2020)
- Coordinating the School of Architecture and Urbanism International Relations Office (2019-current)
- Coordinating the PhD in Design program (2021-current)
- Focus: typography, type design, editorial design, design history

[01/2017 – 03/2017] **Visiting Professor**

University of Brighton

City: Brighton | **Country:** United Kingdom

- Participating in activities promoted by the Internationalizing Design History Cluster

[03/2015 – 04/2015] **Visiting Professor**

Universidad de Caldas

City: Manizales | **Country:** Colombia

- Teaching Design PhD students

[03/2014 – 07/2014] **Visiting Researcher**

University of The Arts London / Central Saint Martins

City: London | **Country:** United Kingdom

- Conducting research on public lettering

[1999 – 2013] **Professor**

Centro Universitário SENAC

City: São Paulo | **Country:** Brazil

- Teaching undergraduate (Design BA) and graduate (Master degree in Design) students
- Supervising Master degree students (Design)
- Supervising undergraduate research students
- Coordinating the Typography and Graphic Language Research Lab
- Coordinating the Master degree in Design program (2006-2011)

[2005 – 2011] **Part-time Professor**

Fundação Armando Alvares Penteado (FAAP)

City: São Paulo | **Country:** Brazil

- Teaching undergraduate students (Design BA)

[09/2007 – 10/2007] **Visiting Professor**

Universidad de Buenos Aires

City: Buenos Aires | **Country:** Argentina

- Teaching Communication Design MA students

[2001 – 2006] **Part-time Professor**

Pontifical Catholic University of São Paulo (PUC-SP)

City: São Paulo | **Country:** Brazil

- Teaching undergraduate students (Technology and Digital Design BA)

[2000 – 2006] **Visiting Professor**

Federal University of Pernambuco (UFPE)

City: Recife | **Country:** Brazil

- Teaching post-graduate students (Master in Design) once a year, for 1 or 2 weeks

[1997 – 2002] **Invited Lecturer**

Anhembi Morumbi University (UAM)

City: São Paulo | **Country:** Brazil

- Teaching MA Communication Design students

LANGUAGE SKILLS

Mother tongue(s): Portuguese

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

Italian

LISTENING C2 READING C2 WRITING C1

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

Spanish

LISTENING C2 READING C2 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

French

LISTENING C1 READING C2 WRITING B1

SPOKEN PRODUCTION B2 SPOKEN INTERACTION C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

ORGANISATIONAL SKILLS

Organisational skills

- Leader of research teams
- Editor-in-Chief of *InfoDesign - Brazilian Information Design Journal*
- Member of Editorial Committees of international journals
- Former president and vice-president of the Brazilian Information Design Society
- Member of the Board of professional and scientific organizations
- Coordinator of Bachelor and Master degree programs
- Coordinator of International Academic Relations office
- Organizer of big scale national and international scientific conferences

JOB-RELATED SKILLS

Job-related skills

- Leader or participant of research projects involving international teams, financed by the British Academy, UIU (Union Iberoamericana de Universidades) and Regione del Veneto
- Responsible for the proposition of successful research grants, and coordination of research projects financed by Brazilian research founding agencies (FAPESP, CNPq, CAPES)
- Responsible for the proposition of successful grant by the British Academy (UK)
- Responsible for overseeing over 40 international agreements and promoting international mobility and academic relations
- Supervisor of 60 final degree works of BA students, 46 undergraduate research students (iniciação científica), 13 Master degree thesis, 10 PhD dissertations, and 2 Post-Doc researchers
- Referee for the main Brazilian research founding agencies, and for many Brazilian and international conferences and journals
- Member of the final exam board of 31 presentations of Master degree thesis and 15 PhD dissertations, in Brazil and abroad

OTHER SKILLS

Other skills

- Worked as a graphic designer from 1985 to 1997, including a period spent in Italy working for Graffiti Proiezioni Visive in Florence.
- Translated books on graphic design, typography and lettering from English and Spanish to Portuguese for specialized editing houses such as Bookman and Gustavo Gili.

RESEARCH PROJECTS

Research projects

2023–Present: *Graphic memory and cultural heritage: the legacy of typography and lettering* (funded by CNPq)

2013–Present: *Typographic Landscapes: advanced studies on lettering in urban space* (funded by FAPESP and CNPq)

2021: *Forme della tipografia nello spazio pubblico* (with researchers from IUAV, funded by IUAV)

2020–2023: *São Paulo city graphic memory: typography and print culture in the early days of Brazilian industrialization* (funded by CNPq)

2019–2021: *Studies on Iberoamerican Visual Design Culture in the 20th Century: Convergences, Contrasts and Conflicts Between Modernisms and Local Traditions* (with researchers from U. de Barcelona, U. Complutense de Madrid, U. de Buenos Aires and U Nacional Autonoma de Mexico, funded by Unión Iberoamericana de Universidades - UIU)

2018–2019: *Processi editoriali e innovazione 4.0: recuperare valore attraverso la sinergia fra analogico e digitale* (with researchers from IUAV, funded by Regione del Veneto)

2017–2020: *São Paulo city Graphic Memory: the formation of a local typographic repertoire in the nineteenth century* (funded by CNPq)

2014–2018: *São Paulo city graphic memory: development of a database on the beginnings of letterpress printing in São Paulo* (funded by CNPq)

2014–2017: *São Paulo City Graphic Memory: typography in São Paulo in the 19th and early 20th centuries* (funded by CNPq)

2014: *Searching for the origins of a São Paulo city lettering practice: an investigation on British architectonic epigraphs* (funded by FAPESP)

2011–2013: *São Paulo city graphic memory: exploratory studies on typography and identity* (funded by FAPESP)

2008–2011: *Typographic landscapes: the visual repertoire of city residents and the configuration of lettering in the urban environment* (funded by CNPq)

2008–2013: *Brazilian Graphic Memory: comparative studies of graphic manifestations in the cities of Recife, Rio de Janeiro and São Paulo* (with researchers from PUC-Rio and UFPE, funded by CAPES)

2008–2010: *Typographic landscapes: the organization of a collection of São Paulo city architectonic epigraphs* (funded by CNPq)

PUBLICATIONS (SELECTED)

Articles (selected)

FARIAS, Priscila L. On the Current State of Brazilian Graphic Design Historiography. *Journal of Design History* 28(4): 434-439, 2015. <<https://doi.org/10.1093/jdh/epv040>>

FARIAS, Priscila L. ; AYNSLEY, J. . Typographic Histories: Three Decades of Research. *Journal of Design History*, 34(3): epab030, 2021. <<https://doi.org/10.1093/jdh/epab030>>

FARIAS, Priscila L.; CUNHA LIMA, E. L. Transatlantic eccentricities: tuscan typefaces as an example of transnational typographic taste. *Communication Design* 4(1-2): 4-20, 2016. <<https://doi.org/10.1080/20557132.2016.1275452>>

GOUVEIA, A. P. S.; FARIAS, Priscila L.; GATTO, P. S. Letters and cities: reading the urban environment with the help of perception theories. *Visual Communication* 8(3): 339-348, 2009. <<https://doi.org/10.1177/1470357209106474>>

GOUVEIA, A. P. S.; FARIAS, Priscila L.; GATTO, P. S. São Paulo City Epigraphic Archive: Construction Steps and Procedures. *International Journal of Architectural Heritage* 7(5): 579-590, 2013. <<https://doi.org/10.1080/15583058.2012.654892>>

LESSING, E. B.; BULEGATO, F.; FARIAS, Priscila L. La tipografia come new craft: riflessioni storiche e pratiche di riattualizzazione. *MD Journal* 7(1): 146-159, 2019. <<http://mdj.materialdesign.it/index.php/mdj/article/view/142>>

PEREIRA, F. M. C. ; FARIAS, Priscila L. . Information, typography and persuasion in Brazilian late 19th and early 20th century ephemera. *Information Design Journal* 25(2): 171-171, 2020. <<https://doi.org/10.1075/idj.25.2.03per>>

PIAIA, J. S. ; STRAUMANIS, A. ; FARIAS, Priscila L. . Lihdumneeks: the use of antiqua typefaces in a pioneering Latvian newspaper printed in Brazil. *Baltistica* 56(2): 321-354, 2022. <<http://dx.doi.org/10.15388/baltistica.56.2.2433>>

PIAIA, J. S. ; FARIAS, Priscila L. ; PEREIRA, F. M. C. P. . European pioneers of São Paulo city letterpress printing. German, Italian, Portuguese and French contributions to Brazilian print culture. *AIS / Design Journal* 8: 111-131, 2021. <<https://www.aisdesign.org/ser/index.php/SeR/article/view/209>>

ROSSI, S. ; FARIAS, Priscila L. . Queer Scapscape: Hudinilson Jr.'s Cadernos de referências. *ARS*, v. 21, p. 1-48, 2023. <<http://dx.doi.org/10.11606/issn.2178-0447.ars2023.207177>>

Books (selected)

FARIAS, Priscila L.; BRAGA, M. C. (Org.). *Dez ensaios sobre memória gráfica*. São Paulo: Blucher, 2018. <<http://www.blucher.com.br/livro/detalhes/dez-ensaios-sobre-memoria-grafica-1468>>

FARIAS, Priscila L.; QUEIROZ, J. *Visualizando Signos: modelos visuais para as classificações sógnicas de Charles S. Peirce*. São Paulo: Blucher, 2017. <<https://doi.org/10.5151/9788580392746>>

FARIAS, Priscila L.; ATKINSON, P. (Org.). *Design frontiers: territories, concepts, technologies*. Ciudad de México: Designio, 2014. <<http://editorialdesignio.bigcartel.com/product/design-frontiers-territories-concepts-technologies>>

FARIAS, Priscila L. *Tipografia Digital: o impacto das novas tecnologias* (4th edition). Teresópolis: 2AB, 2013. <<https://www.riobooks.com.br/pd-86db4-tipografia-digital-o-impacto-das-novas-tecnologias.html?ct=&p=1&s=1>>

Book chapters (selected)

FARIAS, Priscila L. Typography and Lettering as Design Heritage in Brazil. In: HOUZE, R., LEES-MAFFEL, G. (Org.). *Design and Heritage: The Construction of Identity and Belonging*. London: Routledge, 2021, p. 242-256. <<https://doi.org/10.4324/9781003096146-22>>

FARIAS, Priscila L.; BRAGA, M. C. O que é memória gráfica?. In: FARIAS, P. L.; BRAGA, M. C. (Org.). *Dez ensaios sobre memória gráfica*: 10-28. São Paulo: Blucher, 2018. <https://www.blucher.com.br/dez-ensaios-sobre-memoria-grafica_9788521213666>

FARIAS, Priscila L. Semiótica e tipografia: apontamentos para um modelo de análise. In: MORAES, D. et al. (Org.). *Cadernos de Estudos Avançados em Design: Design e Semiótica*. Barbacena: EdUEMG, 2016, v. , p. 45-56. <https://www.researchgate.net/publication/323616471_Semiotica_e_tipografia_apontamentos_para_um_modelo_de_analise>

FARIAS, Priscila L.; GOUVEIA, A. P. S.; DIXON, C. Architectonic epigraphs: details that tell a bigger story. In: CAMARGO, P. O. et al. (Org.). *Design e/é Patrimônio*. Rio de Janeiro: Centro Carioca de Design, 2012, p. 189-209. <https://www.researchgate.net/publication/316636246_Architectonic_epigraphs_details_that_tell_a_bigger_history_Epigrafes_Arquitetonicas_pequenos_detalhes_de_uma_grande_historia>

FARIAS, Priscila L. Aprendendo com as ruas: a tipografia e o vernacular. In: BRAGA, M. (Org.). *O papel social do design gráfico*. São Paulo: Senac SP, 2011, p. 163-183. <<https://www.editorasenacsp.com.br/livro/papel-social-design-grafico-1-edicao>>

Papers in conference proceedings (selected)

PIAIA, J. S. ; FARIAS, Priscila L. . Um olhar sobre vinhetas e ornamentos tipográficos: o Catálogo de 1930 da Tipografia Hennies Irmãos & Cia.. In: *10º Congresso Internacional de Design da Informação*: 1313-1328. São Paulo: Blucher, 2021. <<https://doi.org/10.5151/cidicongic2021-100-357565-cidi-teoria.pdf>>

PIAIA, J. S. ; FARIAS, Priscila Lena . Investigating Migrating Print Cultures: Graphic Memory Research Methods Applied. In: *Lessons to Learn? Past Design Experiences and Contemporary Design Practices Proceedings of the ICDHS*: 39-50. Zagreb: UPI2M BOOKS, 2020. <https://www.researchgate.net/publication/345313257_Investigating_Migrating_Print_Cultures_Graphic_Memory_Research_Methods_Applied_to_a_Study_on_Typographia_Hennies_Irmaos>

LESSING, E. B. ; BULEGATO, F. ; FARIAS, Priscila L. . Italian Typographic Heritage: A Contribution to Its Recognition and Interpretation as Part of Design Heritage. In: *Lessons to Learn? Past Design Experiences and Contemporary Design Practices Proceedings of the ICDHS*: 293-305. Zagreb: UPI2M Books, 2020. <https://www.researchgate.net/publication/345313146_Italian_Typographic_Heritage_A_Contribution_to_Its_Recognition_and_Interpretation_as_Part_of_Design_Heritage>

FARIAS, Priscila L.; HANNIS, D. K.; ARAGAO, I. R.; DIXON, C. Designing the early history of typography in Brazil, starting from printing in São Paulo. In: *ICDHS 10th+1 - Barcelona*:

493-498. Barcelona: Universitat de Barcelona, 2018. <https://www.researchgate.net/publication/332544771_Designing_the_Early_History_of_Typography_in_Brazil_Starting_from_Printing_in_Sao_Paulo>

OLIVEIRA, H. B. ; FARIAS, Priscila L.. São Paulo City Graphic Memory: the typographic repertoire of Jorge Seckler printing shop between 1878 and 1884. In: *CIDI 2017 - Natal*: 1518-1523. São Paulo: Blucher, 2017. <<https://doi.org/10.5151/cidi2017-147u>>

FARIAS, Priscila L.; HANNS, D. K.; DIXON, C. Spatializing design history: Considerations on the use of maps for studies on print culture. In: *10th ICDHS - Taipei*: 348-353. São Paulo: Blucher, 2017. <http://dx.doi.org/10.5151/despro-icdhs2016-04_009>

FARIAS, Priscila L.. On graphic memory as a strategy for design history. In: *ICDHS 2014 - Aveiro*: 201-206. São Paulo: Blucher, 2015. <<https://doi.org/10.5151/despro-icdhs2014-0023>>

FARIAS, Priscila L.; ARAGAO, I. R. ; CUNHA LIMA, E. L. Unraveling aspects of Brazilian design history through the study of 19th century almanacs and type specimens. In: *Design Research Society 2012 - Bangkok*, v.2: 498-511. Bangkok: Chulalongkorn University, 2012. <https://www.researchgate.net/publication/229151063_Unraveling_aspects_of_Brazilian_design_history_through_the_study_of_19_th_century_almanacs_and_type_specimens>

FARIAS, Priscila L. About a J-shaped tilde: investigations on the status and form of the tilde in Portuguese grammar and typography. In: *Congreso Internacional las Edades del Libro*: 302-319. México: Fondo de Cultura Económica, 2012. <<http://dx.doi.org/10.13140/2.1.1792.3366>>

KEYNOTE PRESENTATIONS (SELECTED)

Keynote and invited presentations (selected)

2024

- *Individuare fonti e rigenerare risorse per la ricerca in design: sfide contemporanee*. SID 2024 - Design e ricerca: Fonti e Risorse, Università IUAV di Venezia (Italy)
- *Mujeres impresoras en Brasil: el pasado y el futuro del diseño gráfico*. Universidad Finis Terrae (Chile)
- *Epígrafes arquitetônicas paulistanas*. Museu Paulista (Brasil)

2022

- *Otros diseños, otros archivos*. ICDHS 2022 - Diseños Otros: practices and peripheries - 13th Conference of the International Committee for Design History and Design Studies, Universidad de Bogotá Jorge Tadeo Lozano (Colombia)
- *Typographic Landscapes: a framework for research on public lettering*. MSt in the History of Design, University of Oxford (UK)

2021

- *Typography, Memory, and Heritage: A Brazilian Perspective*. Elizabeth Allen Visiting Scholars in Art History Lecture Series, Northern Illinois University, School of Art and Design (USA)
- *Lettering Urbano a Venezia*. Infrastruttura di Ricerca IR.IDE, Università IUAV di Venezia (Italia)

2020

- *Typography and Lettering as Design Heritage in Brazil*. Design Museum, London (UK)

2019

- *Memória Gráfica Brasileira: investigaciones acerca de la cultura del diseño visual brasileño en el siglo XX*. Universitat de Barcelona, Barcelona (Spain)
- *Tipografía, cultura visual y memoria gráfica*. Universidad de Nariño, Pasto (Colombia)
- *Tipografia Paulistana: mapping printers and visualizing typographic repertoires*. IUAV, Venezia (Italy)
- *Reflecting on Global Design History Practices: a Latin American perspective*. Design History Society, London (UK)

2018

- *Piecing together the history of printing in São Paulo*. University of the Arts London / Central Saint Martins, London (UK)
- *Graphic memory, in the context of Brazilian graphic design historiography*. Royal College of Art, London (UK)
- *Tipografía vernacular en Latinoamérica*. Universidad Santo Tomás, Bogotá (Colombia)

2017

- *Graphic Memory and Typographic Landscapes*. University of Brighton, Brighton (UK)
- *From Graphic Design to Designing the History of Design*. University of Brighton, Brighton (UK)
- *Visualização de dados sobre memória gráfica*. Parque da Cidade, Natal (Brazil)

2016

- *Graphic Memory, Visual Culture and Design History*. Universidad Nacional de Colombia, Bogotá (Colombia)
- *Typographic landscapes - investigations on letters and cities*. Universidad Nacional de Colombia, Bogotá (Colombia)

2015

- *Imágenes como letras, letras como imágenes*. Teatro los Fundadores, Manizales (Colombia)