

## Bilingual Typography in Globalized Middle Eastern Culture

With the rise of globalization and the spread of western culture throughout the globe, the use of English as an “international” language is often presented in bilingual visual communication. Throughout the Middle East and Gulf region, the integration of Arabic and Latin letter-forms, is commonly viewed in store fronts, street signs, advertising billboards, mall kiosks, branding items and street graffiti. This paper will explore the development of cultural globalization by focusing on the use of bilingual visual communication / typography within the urban landscape of Jeddah, Saudi Arabia.



# الهوية

Architecture

Hana Alamuddin  
Shahira Fahmy  
Anna Klingmann

Interior Design

Amr Abdel Kawi  
Lyndon Likim Neri

Visual Communication

Ahmad Angawi  
Tarek Atrisi  
Reema Bandar Al-Saud  
Abubakar Balfagih  
Joe Cornish  
Kameel Hawa  
Hilda Mecharrafie  
Paula Scher

Fashion Design

Timba Smits  
Anne Swartz  
Yahya Al Bishr  
Mohammad Ashi  
Alexandra Cabral  
Alisha Ramadan

## I D E N T I T Y

HEKMA SCHOOL OF DESIGN & ARCHITECTURE  
ANNUAL DESIGN SYMPOSIUM

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Dar Al-Hekma College  
+966 2 630 3333 ext. 370  
[www.dah.edu.sa](http://www.dah.edu.sa)