

COLLOQUIUM

**On Human and Non-Human Types**

*Stephanie Sadre-Orafai, University of Cincinnati*

This talk explores the connections between the ways human and non-human types are culturally produced. Drawing on ethnographic and archival research in the retail font and high fashion modeling businesses, Sadre-Orafai examines how “new faces” are marketed through in-industry promotions and the stories behind their design and production.

While both typefaces and fashion models are chosen for their formal and visible features, they are also meant to blend into and amplify clients’ messages through affective forms of non-conscious resonance, many of which are culturally specific. In both industries, tensions exist between visibility and invisibility, legibility and aesthetic nuance, and the management of lay and expert visions in producing both culturally recognizable types and individual faces. In this talk, Sadre-Orafai argues that by reading expert practices across the two industries together, we can expand how we think about the process of typification and its relationship to human and non-human faciality. Further, we can clarify what is at stake in becoming more object-like as a “type” for people and what it means for inanimate forms to require both a face and a body in this process.

Thurs Mar. 7, 2019  
3:30-5:00pm  
SBSG 1517



**Stephanie Sadre-Orafai** is associate professor of anthropology and co-director of the Critical Visions program at the University of Cincinnati. Her research focuses on transformations in contemporary US racial thinking and visual culture by ethnographically examining emerging forms of expertise, cultural and institutional practices of type production, and the intersection of race, language, and visual in aesthetic industries. She is co-editor of *Visual Anthropology Review* practices.

