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IFRA ITALIA 2013

“Costruire i prodotti stampati”

Bergamo 26-27/06/2013

Ifra Italia 2013

Lunga vita allo stampato

FULLY BOOKED

~~~~~ INK ON PAPER ~~~~~

Design & Concepts for New Publications

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Let me state this for the record: The internet is not dead. Digital will not disappear. Print will not kill the web. It's easy to forget that when physical books were invented, news websites ignored them, and then laughed at them as a niche pursuit for geeks. Now here we are ...

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... and the same journalists are declaring the death of the Internet, as the hype and excitement surrounding print and paper travels inexorably around the world. News companies have even rushed into creating news-papers, long before any clear business model has emerged to pay for them. We are in a print world now.

It has changed so many things in our lives that it can be hard to remember a time before print, when everything was digital. Yet doing so is the only way to understand exactly why and how print became so important, so quickly.

Of course, when the first companies started to print books, they were pale imitations of the on-screen experience—near-perfect reproductions of the visual language of digital without any of its functions or essence. People

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