

IC and iarigai at Virtual DRUPA 2021

Bridging Education, Research and Industry in Graphic Communication, Print and Media



April 21st, 2021
15:00 - 17:00 CEST

Print media industry, education and **research** have been intertwined for decades. Over the last years they intensified their co-operation and co-creation to improve the learning effects of their teachings, the relevance of research and the quality of the print services. Five prominent speakers will give you an update on how the interaction between these three partners spurs print media innovation today.

Prof. em. **Frank Romano** (RIT) will focus on research and the future of print technology.

Beatrice Klose (Secretary General, Intergraf) will elaborate on how the printing industry can remain attractive for young people.

Prof. dr. John Craft (Appalachian State University and president elect of GCEA - Graphic Communication Educators Association) zooms in on how print media education and the industry collaborate in the US and how this was affected by COVID-19.

Jan De Roeck (Marketing Director ESKO) will expand on how Esko supports print media education and interacts with the education providers.

Jörg Hunsche (Market Development Manager - Digital Production Business at HP Indigo Germany and PWP) will present the topic of digital printing evolution and the research contribution to this.

Info and free registration:

www.ic-iarigai-drupa2021.org

This event is part of the official DRUPA program and is an initiative of IC, iarigai, HdM and HELGRAMED. Interested participants need to be registered beforehand through the conference website.

For more information, please contact Anastasios E. Politis at politismedia@gmail.com