



We are delighted to announce that **Christophe Balaresque** once again will be a jury member of PrintArt Award 2012. We asked him about the contest, his impressions and some good advices for a designer and any creative professional.

What impressed you most last year when you were a member of PrintArt Award 2011 jury?

I was impressed by the amount of submitted works – I am truly delighted and not just because we received so many entries, but also because they were so different in terms of paper use and other interesting solutions.

What do you expect from PrintArt Award 2012?

I expect that Print and design brotherhood will show how capable it is and how good knowledge it has concerning technical, design and paper choice questions.

What would you like to wish to PrintArt Award 2012 contestants!

Be creative, be surprising and take some challenges!

What would you like to wish organizers of the contest?

Last year the contest was organized just perfectly. Also the award ceremony was very nice. However, I was really surprised that some winners, as it seemed to me, didn't fully understand what a great advantage for them is to receive this award. They didn't prepare a speech nor in the moment of spotlight wanted to explain anything about their work. Therefore would like I wish for the organizers to create an atmosphere that would encourage participants to share their joy of victory.

What's the biggest challenge for a designer or creative professional nowadays?

The biggest challenge is to be free enough to do what you really want to do. Sometimes for the sake of one's business or to protect the client designer comes up with just average solutions. They are too careful not to go too far, so they stick to something really simple. And it shouldn't be like that. That's why I am saying – surprise me!

What would you suggest to people working in creative industry?

My advice would be to stop staring at the screen of your computer 24 hours a day! Go outside, feel the fresh air. See the colours in the trees and meet people on the street. Life is short, but wide. Try to find that unique feeling in every minute that it gives.