



PrintArt Award 2012 jury member **Mirko Borsche**: "It is a big honour for me!"

It's time to name one more PrintArt Award 2012 jury member. Let us introduce Mirko Borsche – a graphic designer from Germany, Munich. In 2007 he has founded his own design studio Bureau Mirko Borsche and ever since is working with clients from both culture and business.

Do you think paper is becoming a luxury object in this digital era?

No, not really, but quality and content is the best chance for print to stay important.

Can you share some impressions about the most extraordinary or successful graphic design work you have recently seen or encountered?

For me there are many good design works in all disciplines around, it is amazing how many different styles are now in use.

If Bureau Mirko Borsche was to participate in the PrintArt Award contest, which work would you contribute?

Probably posters of the Bayerische Staatsoper or the Zeitmagazin.

Have you ever been to Riga? What do you know about this city?

I have never been to Riga and I don't know much about it. It looks beautiful on Google Picture Search.

How do you feel about being a jury member of PrintArt Award?

It is a big honour for me, because we are a small studio in a very small city.