



Here is the speech
Philippe Boutie
made in 2010
at the closing
ceremony of PrintArt
Award. Though it
was two years ago,
his words are still
inspiring. So we
decided to publish
them for you here.

We trust paper. Some words for the participants of PrintArt Award 2012

Just think of some of the life-changing events you have experienced so far.

A book that changed your life when you were 16.

The death of a loved one...

Announcing the birth of your child.

Your first contract...

Isn't it interesting that all of them have probably been printed on paper?

We trust paper. It rhythms our life with its familiar presence, its authority, its beauty.

We fall asleep with paper in our hands, and have breakfast with it.

And every single printed piece leaves as much an impression on us, on our life, as it does on its paper sheet.

Which is why this MAP [now – PrintArt Award] design festival is so important and so unique.

Frankly, I have been a jury of several creative competitions, and I have never seen anything like it: Here, you will all be able to see, touch, feel the winners, just like the jury did.

Here, we don't just judge the idea.

We judge the way it takes life on paper.

The real thing, not the concept.

If, as Socrates said: "The concept of dog does not bark", then the concept of a brochure does not move us, or make us smile.

It needs paper like we need blood.

And this is why, finally, this new MAP House of Design [Antalis Design Centre] is the perfect place not only for the competition, but for Graphic Design in general.

It is a house, not an office. A house where designers, printers, marketing managers can take their clients or their bosses, and make them FEEL and SEE the magic things they can do with a bit of ink and paper, creativity ...and money!