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Print is Dead; Long live print.

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**Owen, PB (2015) Print is Dead; Long live print. UN_FOLD magazine, 1 (1).
ISSN 2398-2713**

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UNFOLD



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PRINT IS DEAD

Over the last few years, or if you're old enough to remember, probably more like the last couple of decades, you will have heard many reports about the 'death of print'. 'The printed magazine as we all know it has changed. Gone are the days of cult magazines such as *The Face*, *Aena* and *Stereation*, now a new breed of magazines has been born. Take a stroll down to your nearest newsstand and you will find an abundance of independent, original, well thought-out and beautifully designed printed publications for all kinds of niche markets. Considering we are living in the digital age, this recent explosion of new titles seems unlikely. Perhaps the reports of the death of print are an exaggeration of the truth.

Let me draw your attention to the 2013 Media Consume Survey. 'Love in a cold climate', commissioned by DeLoraine. Here seventy-five per cent of respondents said that print was their preferred format and that Digital Tablets did not feature as a favoured consumption device for magazine content, despite their penetration growing to a third of households in that year. Indeed, with the continued rise of tablet devices, this figure could well be out of date already by the time we go to press.

The idea of the permanence of print, particularly for the generation who have grown up in this digital age, is something exciting. To see a person engrossed in a publication is a very positive experience compared to seeing someone drawn into the bright screen of an iPad. The pleasure of having a physical publication that you can 'own' – in this case with *UN FOLD*, where our students have researched, written, photographed, designed, styled and edited the content as bonafide contributors – is powerful. Nothing can change that. It's permanent. That's why I am hopeful that print will live on.

Introduction



Issue_No_01

long live print

