

# Press release

**CENTER  
FOR  
FUTURE  
PUBLISHING**

## The Center for Future Publishing imagines the future of contemporary prints

Le Locle, until 14 October 2018

On the occasion of the 9th Triennial of Contemporary Prints, the Museum of Fine Arts in Le Locle (MBAL) has invited the Center for Future Publishing (CfFP), a HEAD – Genève laboratory, to exhibit its Perpetual Printing installation.

### **Perpetual Printing**

The only obstacle to perpetual printing is the entropy of the equipment. A stripped, dismantled HP DesignJet 500 inkjet printer shows its inner nature, fragile, made of motors, cables and mechanical parts. The primary functions are reversed. The machine does not produce only one page at a time but on a loop, thus creating blurry print on an 8 m<sup>2</sup> motion screen.

The paper management system, the sensors and the cartridges have been hacked through a programme that defies the industrial process. An algorithm fuels its action that is minimal and reduced to the essential: a horizontal line. The noise becomes a line, the line becomes a sound, time transforms them into musique concrète. The fragmented sign prints and overprints itself without pausing, generating a random, perpetually-changing composition.

The display device, a large metal modular system, acts as a support structure for the central “Perpetual Printing” piece as well as an archive and a place for sharing the various experiments that the Center carries out. Among the disassembled screens, screws, publications and colour samples, student projects tell the story of two years of activity at CfFP.

The project was carried out thanks to the work of the team at CfFP: Pierre-Alain Giesser, Jérôme Baratelli, Gaëtan Stierlin, David Héritier, Juan Gomez, Pierre Rossel and Demian Conrad.

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Genève**

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## Center for Future Publishing

The Center for Future Publishing is a research laboratory run by Demian Conrad, designer and teacher of visual communication at HEAD, active in the field of publishing and post-digital production. Led in association with HEAD – Genève, Geneva School of Art and Design, this platform is dedicated to innovation in the fields of visual communication and design and aims to create aesthetic languages that may redefine the future of graphic design. By giving the Center carte blanche, MBAL hopes to showcase current research on new graphic technologies carried out at the Center.

Thanks to cutting-edge machines and equipment, e.g. 3D printers, a CNC milling machine, plotters, drones, inkjet and laser printers, laser cutters and a neuronal headset, students and guest designers and artists at the laboratory can develop projects to investigate the field of printing and programming. However, algorithms, technological hacking, ink chemistry, parametric design and printing techniques remain at the heart of the creative process and the experiences carried out at the Center with an experimental and transdisciplinary approach.

**Press Contact**  
SANDRA MUDRONJA  
HEAD – Genève  
Head of communication  
Direct +41 22 388 51 19  
Mobile +41 79 445 87 92

**Images in high definition (dropbox)**  
<https://bit.ly/2Nk7101>

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**Genève** [www.head-geneve.ch](http://www.head-geneve.ch)  
[centerforfuturepublishing.wordpress.com](http://centerforfuturepublishing.wordpress.com)

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