

**Digital versus Print:
An Approach towards the Future Audience of Printing Museums**

IADM Conference 2009, Stavanger

Dr. Susanne Richter, May 30th, 2009

www.druckkunst-museum.de



Digital versus Print: An Approach towards the Future Audience of Printing Museums

- The Future of Print
- Media Habits of the Young Generation
- How can we reach our Audience and
What shall we collect in Future?



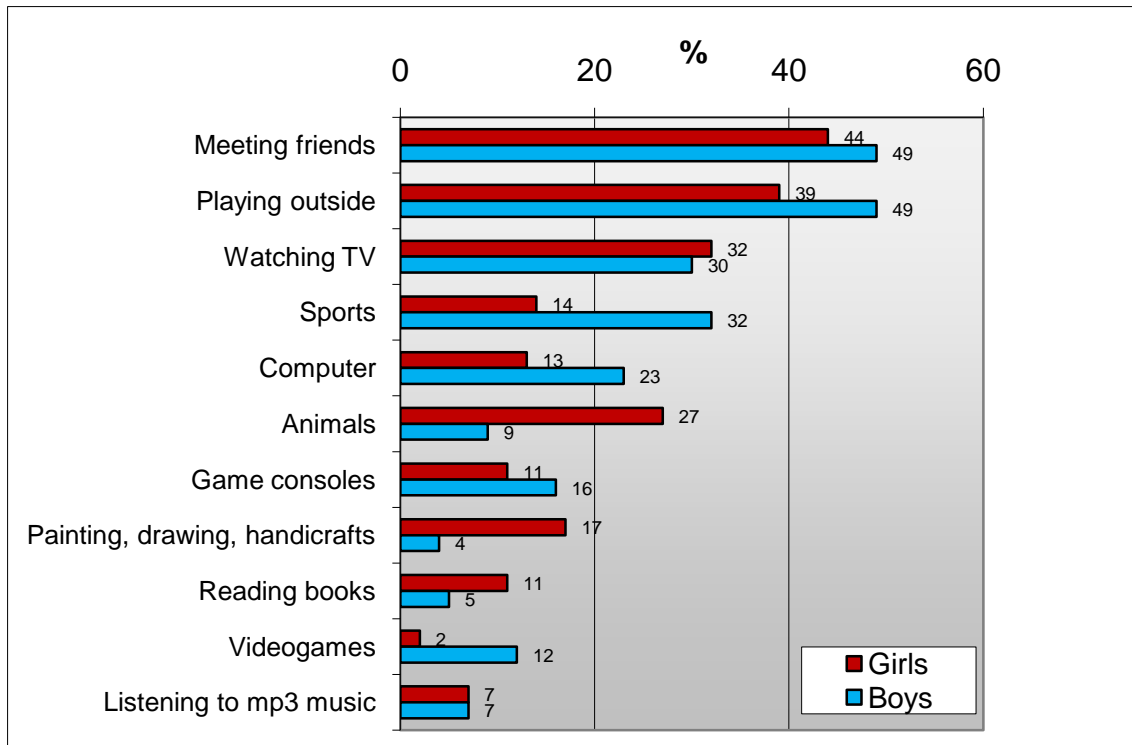
The Future of Print

- Beautiful Books will survive
- Open Access Movement
- Google and Copyright
- The Advantages of Print
- Last Newspaper in 2043?
- Content makes Print indispensable
- The Next Decade -> 2019



www.printsells.org
www.printwirkt.de

Media Habits of the Young Generation



Favourite Activities:
Age 6 to 13 Years

Source: Medienpädagogischer Forschungsverbund Südwest

How can we reach our audience and What shall we collect in future?



Interactive PDF-Game
to explore the World of
Printing

Children and
Students working
in the Museum
during a Visit

