

Carinna Parraman, chair of IMPACT reflects on IMPACT multi-disciplinary printmaking conferences since 1999.

We are delighted to announce that IMPACT is returning to Europe, and IMPACT10 will take place in Santander Spain, 5th - 8th September 2018.

Today, printmaking is a thriving and highly diverse discipline that encompasses different practices, from traditional woodcutting and engraving to laser cutting and 3D printing. However, eighteen years ago, in competition and comparison with the perceived low cost of digital printing, print workshops were closed and machines sold for no more than their scrap value. Replaced by media and computer centres, it seemed that the craft of printing was redundant. However this was very particular to Europe and not happening in the same way worldwide. Therefore it became clear to Steve Hoskins and Richard Anderton at the Centre for Fine Print Research (CFPR) University of the West of England, that if they could demonstrate the need and impact of printmaking, the arguments for closure could be mitigated. The Southern Graphics Council (SGC) was already a very well established printmaking community and annual conference in the USA, and Hoskins and Anderton used the SGC as a model for IMPACT. Their idea was that IMPACT could become a forum for supporting and informing teachers and practitioners of printmaking on a European level. At the first Impact conference in 1999, held in Bristol, England. We felt like we had achieved a new milestone. It provided Europe with a new forum to debate theory, print history and visual practice. Supported by different organisations and print studios, subsequent Impact conferences have been hosted around the world, each venue presenting their own individual cultural influences, themes and activities. Each conference has been packed with exhibitions, demonstrations, presentations and a cross disciplinary forum for printmaking. We felt the distance covered was worth the effort! IMPACT is now an academic peer reviewed conference as well as a venue for printmakers to share ideas, meet and show their work.

Held biannually, IMPACT has toured the world including far-flung countries including Australia, South Africa and China. The host institutes have explored oscillations and counterpoints of ideas and dialogues across practice and theory, each bringing their own cultural perspectives. In Helsinki (2001), the conference delegates explored the material meaning of printmaking, in particular the relationship between traditional craftsmanship and modern technology. In South Africa (2003) we explored the working proof and the impact of prints in a social, political and cultural context. In Tallin (2007), we explored ideas around slices of time. In Bristol (2009), from the perspective of relationships between fine art and industry, we celebrated the diversity of printmaking. At Monash University Australia (2011), delegates explored intersections and counterpoints. In Dundee in 2013, an exploration of borders and crossings, the artist as an explorer, and the multiple identity of the print And in 2015, delegates in China explored the notion of printmaking in a post-print age.

Other cultural activities have included Finnish Tango Dancing in Helsinki (2007) and a wild Scottish Celidh in Dundee (2013). In 2005, the whole conference boarded the train at Ostbahnhof Station in Berlin and travelled three hours to Poznan in Poland to continue IMPACT 4. Not content with a conference week, IMPACT 7 in Australia celebrated The Month of Print, which promoted print-media events throughout Australia.

The next IMPACT will be held in Santander in 2018. Spain has a rich cultural printmaking heritage as well as a thriving contemporary printmaking culture. Over the last year, we have been planning Impact 10 with Gabriel Penedo, Director of SM Pro Art, and artist and curator Andrea Juan.

SM ProArt are a multidisciplinary arts team specialising in the curation and management of contemporary arts and cultural events. <http://www.impact10.es> Supporting the Spanish hosts, are: Carinna Parraman (Chair of IMPACT), Sarah Bodman (Chair of Book Arts), Cecilia Mandrile (Chair for South American collaboration), Jesse Heckstall Smith (Administrator for IMPACT UWE).

The theme of the event will be ENCUESTRO (ENCOUNTER)

- An ENCUESTRO with Spanish printmaking, its history, iconography and identity
- An ENCUESTRO with the future of the printmaking, new directions, identity and diversity
- An ENCUESTRO of languages and cultures
- An ENCUESTRO of styles and techniques
- And... an ENCUESTRO in the city of Santander

The aim of IMPACT10 is to establish better connections with Spanish printmakers both in Europe and across South and North America. And in order to do this, we will be introducing bi-lingual presentations in Spanish and English.

Since our first Impact conference in 1999, we have experienced a digital evolution and revolution. Printmakers now have access to the most advanced digital print technology, which include wideformat printers where text, image and colour can be printed at such a high quality resolution they could be considered almost continuous tone, 3D scanning and printing technologies have now emerged in a storm of media hype where objects can be scanned and then printed in three dimensions. The 21st century artist now has access to the same products as their commercial and industrial colleagues. It seems that for the last few decades traditional methods have been put aside to embrace the new and it seems that where print centres are replaced by media centres, and analogue for digital, digital printing and fabrication has been the only available options to the student in the art school.

However in a parallel world, the need for traditional, craft skills and analogue processes are still very much in demand and in-fact being reinvestigated and renewed. According to Stephen Knott in his book "Amateur Craft history and theory" we are entering a third industrial revolution.

IMPACT has evolved as Europe's leading academic discourse on printmaking. Printmaking is now integral to the wider academic debate, through practice, theory, visual culture, and is studied across a range of programmes, from undergraduate to PhD and beyond. We therefore want to ensure IMPACT 10 will be a visual and dynamic event that includes exhibitions and plenty of opportunities for networking.

We hope you will all participate at the event and what better place than Spain? We look forward to seeing you in 2018.