

PRESS RELEASE

29/04/24

INTERGRAF ANNOUNCES THE WINNER OF YOUNG TALENT AWARD 2024



Intergraf is delighted to announce the winner and runners-up of the Intergraf Young Talent Award 2024, our annual celebration of the pioneering ideas of young people in print. The winning first place was awarded to Pien Haks from the Netherlands, Marcus Rasmussen from Denmark won second place, and Constança Barbosa Simões from Portugal won third place.

As the print industry continues to evolve, it is essential to listen to the expectations of young people and foster their ideas. At Intergraf, we are dedicated to encouraging innovative thinking and ensuring that print

remains attractive to future generations. The Intergraf Young Talent Award was established in 2017 to provide a platform for the voices of the next generation of print professionals. Each year, our esteemed panel of experts selects the top three exceptional submissions that showcase innovative ideas and creative solutions. While only one first-place winner can be selected, all submissions hold immense value and should be consulted by everyone interested in the future of print, not just employers in the graphical sector.

This year's focus was on Artificial intelligence. Candidates were invited to respond to the following question: **How might artificial intelligence affect the print industry, and what are the associated risks and opportunities?**

The **first-place winner** of Intergraf's Young Talent Award 2024, **Pien Haks** pointed out: "AI will continue to transform the graphic sector, driven by efficiency and cost savings. Administrative and creative professions will be the first to experience AI integration, automating tasks. The impact on production will initially be limited, depending on companies' readiness to upgrade machines, although newer models may incorporate AI functionalities. The most significant changes are currently occurring in content creation, where imagination is the only limit. However, it's important to note that AI serves as a tool, with ethics originating from humans. European regulations play a crucial role in managing potential excesses."

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This year's **second-place winner, Marcus Rasmussen**, highlighted the transformative potential of AI applications across various aspects of the graphic industry in his submission. He emphasized AI's benefits for operational efficiency, supply chain optimization, and user interaction while acknowledging challenges like initial costs, technology dependence, data security, and obsolescence risk. Despite these, Marcus advocated for strategic planning and adaptation to capitalize on AI's benefits while mitigating risks. Marcus proposed adopting a balanced strategy: Businesses could effectively use AI to enhance efficiency, innovation, and competitiveness, all while prioritizing environmental responsibility.

The **winner of third place, Constança Barbosa Simões**, underscored: *“AI will never be independent in the graphic industry. Graphic arts are a form of art that requires intuition and human essence. AI is limited as it is created by human beings. AI innovation stops when human innovation ceases. The future depends on balancing AI with human intelligence, not struggling to see which is better, but bringing them together to make the print industry stronger.”*

Pien Haks will present her winning ideas at the **Print Matters 2024 conference** on **14 June 2024**, in **Bucharest**. Intergraf thanks all applicants for taking the time to submit their candidacy for the Young Talent Award 2024. We look forward to hearing Pien's presentation and learning more about how the next generation sees the future of print in the digital world.

Selected works of the Young Talent Award 2024 contributors can be found [here](#).

You can register [HERE](#) for the Print Matters for the Future Conference!

Find more details about the conference [here](#).

- ENDS -

The **European printing industry** supports all economic activities with their products, be it for information, news, entertainment, education, advertising or packaging. Print plays a huge role in everyday life – so much so that it is frequently overlooked. Our sector supplies the packaging for goods at the supermarket, the books, newspapers and magazines we read as well as the boxes our digitally ordered food, clothing, gadgets and much more are packaged in. These products are produced by 112,000 printing companies all over Europe that employ 640,000 people and generate a turnover of 82 billion EUR (EU27 + UK, Switzerland, and Norway). The industry throughout Europe consists mainly of small enterprises, as 90% of them employ fewer than 20 persons.

Intergraf (www.intergraf.eu) is the **European printing industry association**, representing employers in this sector. We are a Brussels-based umbrella organisation with 22 members from 21 countries. Contact **Sergejs Mikaeljans**, Communications Officer at Intergraf, for more information: smikaeljans@intergraf.eu