

HP Hot
Bed
Press

MANIFESTO
AWESOME
MANI
FESTO

THINK iNK!

A NINE POINT PLAN FOR PROGRESSIVE PRINT

WHAT DO YOU



ABOUT PRINT?

WHAT CAN PRINT OFFER?

Print is two things in one.

It's **TRADITIONAL**
and **RADICAL**.

It's a traditional medium
with a long history stretching
back as far as 800BC.

It's a radical, dynamic
platform for innovation,
advanced, daring thinking
and expression.

These two aspects of print
aren't contradictory.

They're complimentary.

WHERE DOES PRINT FIT IN A MODERN, CONNECTED DIGITAL WORLD?

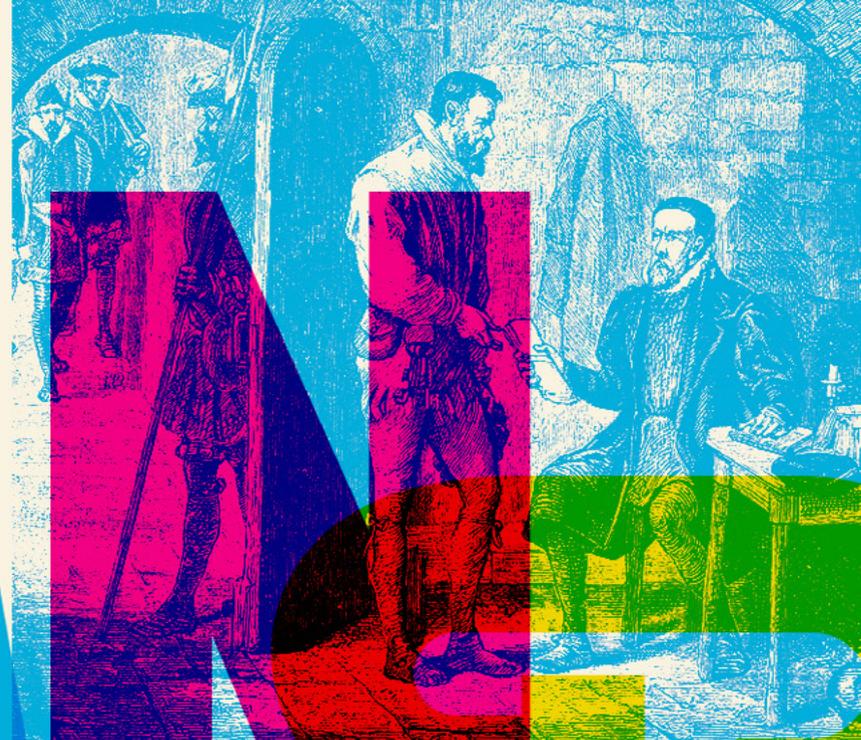


PRINT IS

Print allows you to distribute information widely. If you have a bold new idea, print is the perfect medium for letting the world know about it. William Tyndale's translations of the Bible into English were also the first mass-produced, printed copies.

This was a radical concept in both concept and delivery. So radical that Tyndale was executed for heresy in 1536.

Print has always been dangerous and it can still shake things up.



PRINT IS

Print has never gone away. The rise of digital media adds value to print as a tangible alternative.

As a physical communications medium, print looks and feels different. It combines creativity with industry and artistry with craftsmanship.

It's traditional but adaptable. It moves with the times and reflects them. In an age of shortened attention spans and instant gratification, print stands out.



**PRINT
HAS A**

TWO



You can see this in pamphlets and zines, in groundbreaking literature and avant-garde and revolutionary poster design. Print transmits powerful messages, cultural, political and commercial.

At Hot Bed Press, we're fierce advocates and enablers of print. We transform thought into action, channelling people's creativity and drive through practical printmaking.

Long may it continue.

Here's our nine-point plan for progressive print.



TRADITION

01 CHALLENGE PRINT



Print is relevant, current and different. It channels creativity and connects with audiences. It's a hands-on physical medium that rewards both the maker and the consumer. Printmaking is an accessible and marketable skill. We're here to challenge accepted preconceptions of print and push beyond its perceived limitations. We also challenge others to engage with print and experience its rewards for themselves.

EDUCATE AND DEMONSTRATE



By explaining and demonstrating the different aspects of print, we aim to encourage more people to explore printmaking and its huge potential. We do this through dedicated courses, tutorials and talks.

**PROVIDE
THE MEANS**



Printmaking is hands-on. To bring print alive, we provide the means to make it work. We offer facilities and equipment to give independent printmakers and people learning print the practical experience and tools they need. We give them the space in which to grow.

04

**SUPPORT THE
NEXT GENERATION**



We offer more than facilities and guidance. We're building a community that will support the next generation of printmakers. There is no one kind of printmaker. We offer access to people starting out and people who want a fresh direction to take. We attract professionals, semi-professionals and enthusiastic beginners. The common factor uniting all of them is opportunity.

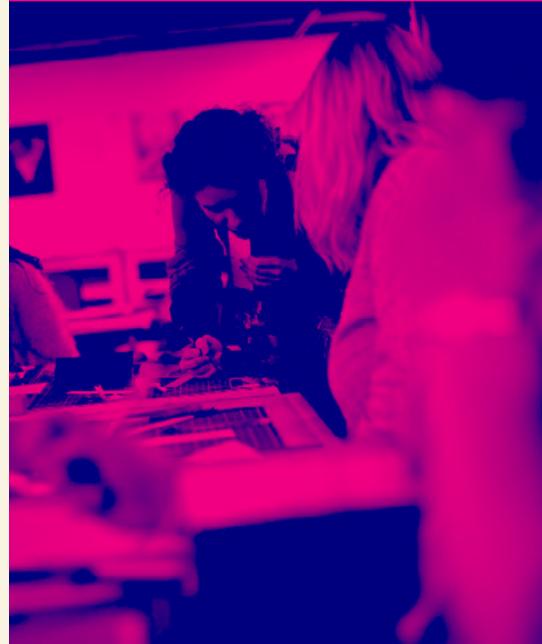
05

**KICK
DOORS OPEN**



The print industry shouldn't be closed off. We offer practical support for printmakers to find their own routes into the industry, whether they're carving out their own niches or working with others. Kick doors open and let them in.

SHARE KNOWLEDGE FREELY



We're part of a wider print community where we share our knowledge. This community includes other print organisations as well as individual printmakers. We believe everyone can benefit, from veterans to newcomers. The more open our industry, the better we can equip it to meet future challenges and seize fresh opportunities. Print should ripple outwards.

07

**ADAPT
TO EVOLVE**



Print must keep adapting to survive and thrive. We support innovative and fresh approaches, finding ways to look at print differently. We want to keep pushing at the boundaries of what it can accomplish.

ENCOURAGE BEST PRACTICE



We respect the tradition and tools of print while exploring and exceeding creative boundaries. We provide the firm foundation that gives printmakers a solid grounding alongside the inspiration and freedom to explore and experiment.

09 RAISE THE PROFILE OF PRINT



Print is a dynamic, creative medium that continues to resonate with audiences. By supporting print and printmakers and challenging common notions about what print is or isn't, we aim to raise the profile of print. The more we do this, the more we can engage audiences, raise awareness and drive greater participation in print.