

PULP FASHION

FIVE DESIGNERS PUSH THE LIMITS OF
SPECIALTY PAPERS

By Serena Herr

We know, we know. The trend is no paper. The trend is the Web. Electronic books. DVDs. Xerox's famed PARC engineers are even said to be testing something called Gyricon, a cheap, fabriclike material that displays digital text at laser-printer resolutions. So the days of pulp may be waning. But somehow, hundreds of annual reports, thousands of publications, and millions of mailers and posters and packages are produced each year, and they all still use the tactile stuff. Here's a look at some of the most interesting uses of paper we've seen lately, along with production notes on how the designers overcame the difficulties that specialty papers can pose. In these five jobs the paper is the first thing you notice—they are pieces that clearly couldn't have been produced in any other medium. Pieces where digital just wouldn't do.

