Cal Poly Graphic Communication Professor Gives Keynote in Russia

SAN LUIS OBISPO – Penny Bennett, associate professor of Graphic Communication at Cal Poly visited the historic home of the czars to present the keynote address at the International Conference of Printing Technology SPb'06, recently held in St. Petersburg, Russia.

The international conference organized by the St. Petersburg (Russia) State University of Technology and Design was held in June and attracted leaders in industry and education from the United States, Europe and Asia.

In her keynote speech, "The Printing Community Infrastructure in the World Market: The US Printer's Experience from 1946 to 2006," Bennett explained how for the past 50 years the United States economy has influenced the direction of print markets and the development of graphic arts technology worldwide. She also discussed the United States printing community's infrastructure, including industry, education, associations and committees, and the symbiotic relationship that exists amongst those industries.

All conference sessions were delivered in English and translated into Russian. The conference will be held again in two years.

While in Russia, Bennett also visited Moscow State University School of Printing Technology, toured its facilities, met with Olga Ro -- in charge of International Relations -- to discuss possible future exchanges of students and/or faculty, and also met the Vice-Rector, Viashceslav Vorgachev.

Harvey Levenson, head of Cal Poly's Graphic Communication Department, says that there is no question that Professor Bennett is emerging as an international authority on issues related to the direction of the graphic arts industry. “Her insights are already directing the industry on approaches to integrating digital workflows into graphic production, and she is becoming recognized as one of the more critical thinkers in the profession. She is a sought-after speaker,” said Levenson.

About Cal Poly's Graphic Communication Department:
Founded in 1946, Cal Poly has one of the largest Graphic Communication programs in the United States (www.grc.calpoly.edu). With over 33,000 square feet of laboratory space, Cal Poly continues to advance the educational offerings for students studying printing, electronic imaging, packaging, publishing, and cross-channel communications. The department houses some of the most modern laboratory facilities in graphic arts education. The department received national accreditation by the Accreditation Council of Collegiate Graphic Communications and also houses the Graphic Communication Institute at Cal Poly (www.grci.calpoly.edu) to conduct research, testing, product evaluations, seminars, workshops and conferences. As part of its 2005-2006 60th anniversary year, the department is in the midst of a $2.5 million development drive to ensure that it continues serving the industry through highly qualified graduates.

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