

Abstracts of articles

→ p3

It is well known, that every environment -where we work- has a strong effect on us. One of them stimulates, other ones cause internal stress, exhaustion or even a strong letargy. We spend a significant part of our daily time at the working place this is why it is so important to feel us there well.

Subject of this issue of our Paper is the Ergonomy. According to *William Morris* „the working conditions must be human and full of joy of creative work“.

I call attention of our Readers to the article of *Éva Péteri* dealing with this subject.

On *Lajos Lengyel's* 100th birthday we remember on him with a Memorial.

In our regular column titled *Graphics in Magyar Grafika* we give our Readers again a speciality by dedicated and numbered Advent seasonal enclosure of *Edit Szalma* graphic artist.

With this lovely drawing *We Wish You All a Merry Christmas* and a *Very Happy New Year* as well as best wishes which – we hope so – all will come true!

→ p5

Where Graphic Arts and Printed Communications Industry is headed? At the threshold os Nano Age. New kind of materials, technologies and softwares. CtP printing plates. Color Management. Security printing. Vocational Training in England. Wise and fool advices for investors.

→ p21

A software must fit to the job independently of its category and functionality and it must be understandable too. Only in this case will it help and not hinder fulfilment of the targets.

→ p22

Aim of this partnership is to make better Hungarian work conditions and product-culture to help strenghtening human point of views beside economic targets.

→ p25

There aren't general rules for planning an office on basis of Ergonomy. The first step towards it to make clear the demands of workers recognising that every working environment is unique and special.

→ p33

For having an optimal income and maximal profit, for every leader of every companies is important to have motivated and skilled co-workers and satisfied clients. Only in this case will workers do their best and not the leader has to work more and more instead of them!

→ p37

Behaviour of leaders, their communications style will directly influence of disposition, achievement and indirectly of the culture and productivity of the organisation.

The integrating communication ability system model called *Gordon's Method* is based on humanistic psychology and management science.

→ p41

It is normal in the *Age of Internet* to put the printer's *Magyar Grafika* on the world wide web. Our Paper has its own character and – can be said – its style is really an unique one!

→ p44

Strategies and operative questions of maintenance projects: 2nd part. (See in the former issue of MG. on page 48.)

→ p53

Packaging means of a 4000 bn € business. In April next year Interpack international professional exhibition comes again. Every participants of packaging world will take part there on it in the Messe Duesseldorf, Germany, so it will be bigger than ever.

→ p58

Stalker Studio has published a superb stop-gap graphics Album edited by Balázs Varga. It gives an overview about logos planned and used in Hungary from the political system-change up to the present days.

→ p58

The *Hungarian Form Design Award* was a key programme of *Design7* exhibition with the prize winner products on show.

→ p61

One hundred years ago has *Lajos Lengyel* one of the heroic printers born. He was not only a printer but a superb artist of graphics and typography and, at the same time, was a precise and correct leader as well.

→ p68

International Graphics Biennale, Saint Etienne 2004. Design is first of all a matter of three-dimensional art which depends also on the viewer. *Hungarian University of Industrial Arts* in every second year, successfully appears at Saint Etienne, which is the „Metropolis Of Design“

→ p72

Books are mainly for reading, but at *Book Fair Frankfurt* exhibition are subjects of enjoyment of sight too, in spite of their enormous quantities. Frankfurt is always a professional sight.

→ p78

The title of article of *Rozi Bornemisza* clearly expresses the essence of her faith: „I dont care of Aesthetics, like birds do of Ornithology“.

14th National Graphics Designer Biennale has closed its doors for a short time because this superb exhibition can not only be seen at *Munkácsi Mihály Museum* at Békéscsaba.

Last year – for example – it was on show at the *Museum of Industrial Arts* at Budapest and in 2001 at the *Art Gallery* and also in Slovakia with more than 150 artist participants altogether.

→ p105

In 2004 in the life of Aduprint Printing House the development of a digitization line was the largest one. Being a strategy partner they got a company share at I. M Selényi digital printing house than they bought a CtP platesetter too. Zoltán Tóth reports all about it.

→ p109

Komáromi Printing House and Publisher Ltd. was privatized at 1992 and is now 100%-ly in Hungarian hands. Its technical development started at 1994 with buying a lot of new machines, most of them are offset sheetfed ones, for instance one 4 color B2 size and a 5 color B1 size machine from Heidelberg. For rising quality level they have bought a CtP platesetter too.

→ p111

A new participant of webfed heatset market is *Origo Print Ltd* at western door of Budapest (near to M1, M7 and M0 motorways) specialized mainly on small run magazines but able for long runs up to 100 000 prints too. In a 3500 m² large production hall they have two Rotoman C heatset webfed machines with a complete bookbinding capacity.