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Let the Paper Box Experience capture your imagination: two virtual days to discover Fedrigoni's range of papers.

Two days of live streaming events: on 26 November and 3 December to explore the thought processes that lead to the creative act of selecting paper to bring an idea to life. Speakers include designer Fernando Gutierrez, Givenchy, Dyptique, Archivio Tipografico, the printer Opero, and video director Kristian Andrews. Over the course of the events two new monographic collections, dedicated to the coloured paper range Sirio and to the innovative ideas for digital printing with HP Indigo®, will also be presented.

To inspire and be inspired, to share experiences and skills, to retrace the creative act that begins from the moment we select a type of paper to give shape to an idea or a dream. This is what The Paper Box Experience aspires to be, a two-day, live streaming event on 26 November and 3 December, to uncover the secrets of Paper Box: the entire Fedrigoni range of papers contained in a single, iconic, black box.

Paper Box is both practical and elegant. It is the entire existing collection of papers by Fedrigoni, a world leading Italian group in the production and distribution of special papers for packaging, publishing and graphics, and of self-adhesive labelling products. Nearly 900 different types of paper to turn any idea into reality.

But how does the creative process unfold? To answer this question, well-known speakers from the world of brands, graphic design, packaging and typography will bring their own insights to the event starting from Thursday 26 November, live on www.paperboxexperience.com.

"Master Your Vision" is the theme of day one. The event, open to anyone who registers on the website, will open at 2:30 PM with an impactful video and introductions from Micaela Di Trana (Paper & Security Marketing Director). Chiara Medioli (Fedrigoni Group Marketing & Communications Director) will then present Paper Box, followed by the guest speakers. At 2:45 PM the designer Thomas Nicol from Givenchy will talk about the importance of paper in an all-digital world. This will be followed by, Marianne Givone from Dyptique who will discuss paper as a tool for communication. The designer Fernando Gutierrez will talk about creative processes and the opportunities for using paper in a graphic project, followed by printer Riccardo Pinali from Opero who will discuss the technical challenges involved in the creation of a graphic product. Typographer Nello Russo from Archivio Tipografico will illustrate how a typeface can affect the result of a job using the example of FORMA, used for Paper Box. Finally, video director Kristian Andrews of Studio AKA will wrap

things up in the afternoon, talking about how to turn paper, the tactile material par excellence, into a video production, as well as presenting an inspirational video about Paper Box.

The 3 December event has been created especially for designers, brand owners and printers. "Think inside the Box" is the subject of the closing afternoon, where two new monographic swatch books, inspired by Paper Box (and already touched on during day one), will be presented. At 2:30 PM Alice Marchetti, Simone Lucchi and Jonni Leoni from Fedrigoni will present products from the Sirio range and at 3:30 PM Fedrigoni's Marta Franceschi and HP's Evelyn Niebauer will talk about the new Fedrigoni digital printing paper for HP Indigo®.

The Sirio Color range includes FSC® certified pure cellulose, uncoated papers and boards, available in thirty intense, vibrant colours (including 4 new shades and a new black), in various finishes (smooth, rough and embossed) that are completely biodegradable, recyclable and pulp coloured for better light resistance. The Sirio Color range can be used with all major printing technologies (typesetting, offset, emboss, hot foil stamping, thermography and screen printing) and packaging processes (cutting, die-cutting, creasing, folding and gluing). Sirio Color is perfect for packaging, stationery, covers, inserts and prestigious brochures.

Fedrigoni has expanded its offer of HP Indigo® digital printing papers with a series of new products, all certified with the highest rating (3 stars in each category) and in B2 format, to make the most of the features of the HP Indigo® Series 4 presses. The new swatch book brings together an innovative gallery of printed examples, made with the latest HP Indigo® inks and technology: electroink Silver, Premium White and Fluo, indiChrome, Light Light Black. Among the new papers now also available for digital printing, there are modern products including Freelifa Cento, a 100% recycled premium natural paper; Sirio Ultra Black, the blackest on the market; pearlescent papers Sirio Pearl Coal Mine and Rose Gold; Materica Kraft, the trendiest sustainable paper; Arena in four combinations of shades and finishings; and Symbol Tatami, the best choice for art catalogues.