Beat: Technology

VISCOM Paris 2016 - Visual Communication & Graphic Industry Professionals SHOW

From Sept 6 to 8, at PORTE DE VERSAILLES

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USPA NEWS - VISCOM Paris 2016 (6-7-8 September 2016) at Porte de Versailles in PARIS, is the only show enable to bring all the professionals of Visual Communication and Graphic Industry. The event is aimed at :

- Visual Communication developers and Graphic Professionals (printing, signage, textile...

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- Visual Communication developers and Graphic Professionals : printing, signage, textile and advertising gifts, POP and stand,etc...

- Specifiers : Communication agencies, studios, designers, architects, etc...

- Final Clients : outdoor advertising ans street furniture, trade and distribution, reception facilities, public administration, local councils, etc...

This Show is the reference for Visual Communication and Graphic Industry, the meeting of of professionals for 28 years. The Show gathers all the actors of the market : Digital Printing, Sign/Signage, Personalization, Dynamic Signage/LED, Screen Printing, Cutting, Engraving & Marking, Raw Materials, Design & Creation/Services.

You can find, for the Second Edition, an INNOVATION GALLERY to Showcase all the innovations. The aim is to highlight the latest innnovations and market trends, to discover on Exhibitors's Stand.

THE IMAG'IN ZONE is an expensive space for the Exhibition and the visitor journey. With its 'Live' common thread and the Imag' in Zone, Viscom Paris 2016 aim to encourage visitor participation and play the interactivity card.

Three distinct sections :

- A Custom Bar : arranged as a grand convivial bar. It is a workshop space where visitors, with the help of an expert leader, will be able to create a personalized sample. In partnership with exhibitors, the Custom Bar offers the opportunity to handle the latest innovations in terms of adhesives or laser cutting.

- An Expertise Zone : Every year Viscom Paris brings together specifiers, designers and interior architects looking for information on the latest procedures, trending applications or new innovations. This Imag'in Live space has been created for them. Here, they find a materials library, a finished products exhibition and advice from experts in their field on the main market challenges or even on specific industry questions.

- A Digital Experience Zone : this space aims to show how to make best use of digital and video. Using wide-scale video projections, the visitor enters a totally digital world and live a technology experience.

CREATIVE AWARD by Saxoprint : the best graphic creations are presented during Viscom Paris. This is the second year of partnership between Saxoprint and Viscom Paris.

The ICONA D'OR IS organized by Synafel and puts the spotlight on creativity, design, know-how and skills of the trades of visual communication, new technologies....

During the Three Days (6-7-8 September 2016) at Viscom Paris, you can follow some Coaching Classes and Conferences on different topics.

Source : Viscom Paris

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