



Papier ist für die Ewigkeit.....



Do you know the famous book written in 1962 by the contemporary visionary Marshall McLuhan?

In *The Gutenberg Galaxy: The Making of Typographic Man*, he analyzes the effects of Gutenberg's invention - the printing press - on European culture and human consciousness.

On the 16th of June, almost a hundred SWALS students rediscovered this ingenious idea during our annual SWALS trip, this time to Mainz.

Divided in three groups, we could visit the Gutenberg museum, participate in a print and handwriting workshop and make a city tour, discovering some more details about Gutenberg's amazing life and discovery.

And once again, using google maps, whatsapp & other applications, we were aware of how big the impact of his revelation is on our present day life in *the global village*....

