

Overview

Company: C.I.T.E.M. soc. coop., Gruppo L'Espresso

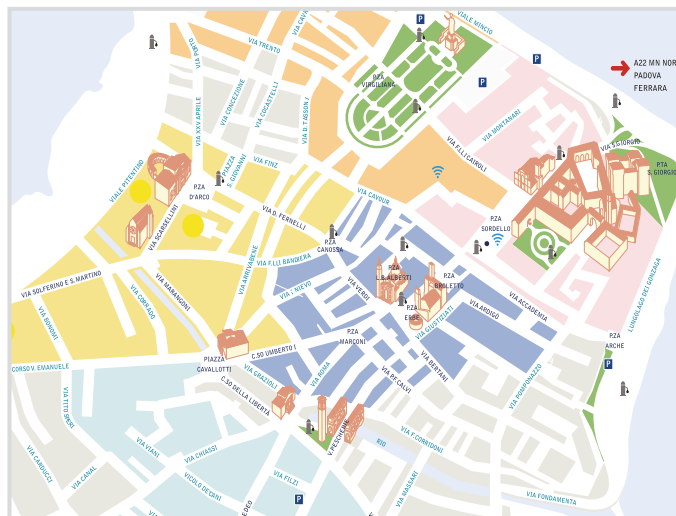
Location: Mantua (Italy)

Industry: Publishing

Need: A quality graphics package with outstanding price/performance ratio to process approximately 40 print, web advertising and infographics jobs per day.

Solution: 10 licenses of CorelDRAW® Graphics Suite X6

Summary: Since the late 1980s, the graphics office at C.I.T.E.M. has used CorelDRAW® to create advertising spreads, banners and infographics. The versatility and compatibility of CorelDRAW is indispensable for this printing cooperative, which is part of Gruppo L'Espresso.



CorelDRAW Graphics Suite makes it easy to draw a map of Mantua, with three-dimensional buildings, roads, squares and zones.

Just like a good glass of wine

Cooperativa Industriale Tipografica Editrice Mantovana (C.I.T.E.M.) prints almost 200,000 copies of newspapers every day. Established soon after World War 2, C.I.T.E.M. uses only the latest page layout and printing technologies. The graphics office has found CorelDRAW® Graphics Suite to be an excellent choice.

Gazzetta di Mantova: the voice of Mantua since 1664, and one of Italy's longest-established newspapers, was first printed by three brothers named Osanna who were artisans on the payroll of the House of Gonzaga-Nevers. Later, the contents of the paper were read, and often censored, by the Hapsburgs, the French and then the Austrians again. Except for a short break during the Fascist era, the paper has been continuously printed for almost four hundred years — though the techniques employed have been completely revolutionized over time. The days of rolling ink over movable hand-set block letters held within a wooden form are long gone. Today, C.I.T.E.M. prints its newspapers on ultramodern offset machines.

Everything from page layout to the positioning of advertising space is processed by computer. Each morning, journalists receive a master indicating the space available for their articles. And every night the rotary flexo printing presses run off the latest edition of the Gazzetta di Mantova, plus a further six dailies produced by the Finegil group, the Bologna edition of Repubblica and its insert, Affari&Finanza, not to mention an additional five free press titles distributed in Emilia Romagna.

In total, almost 200,000 newspapers are produced every day by C.I.T.E.M., for distribution throughout northern Italy. Each title contains about 48 pages, but this can balloon to 80, depending on the advertising space sold. Layout, cropping, mounting, positioning of advertising, infographics, banners: a huge task handled by just twelve graphic designers and editors. All of this is made possible thanks to the flexibility and modernity of CorelDRAW Graphics Suite.

CorelDRAW® Graphics Suite: just like using a light box Gianluca Galli, manager of the graphics office at C.I.T.E.M., still remembers his apprenticeship thirty-six years ago as if it were yesterday. "When I started in printing, the layout of a page was something quite different," notes the fifty-year-old. "It was hot work. We had to cast the assembled lead type and physically insert the slugs into the linotype machine." Each piece of advertising was the work of artisans: a mock-up was prepared, and then the text was added and stuck on, just like a collage. The result was photographed, and lastly, the negative was sent for printing.

When the company was purchased by Gruppo Editoriale l'Espresso in the 1980s, the so-called 'cold-fusion' era, the graphics office at C.I.T.E.M. began using digital layouts prepared entirely on the computer.

"The first CorelDRAW application I used in the late 80s was version 4. Since then, I haven't stopped using CorelDRAW — the latest version, of course — especially when working on advertising." The advantages are obvious: CorelDRAW allows the creation of graphics of all kinds, with the greatest speed and millimetric precision. "Having learned the old systems, it



CorelDRAW Graphics Suite makes adding text and cropping images as easy and intuitive as creating a collage.



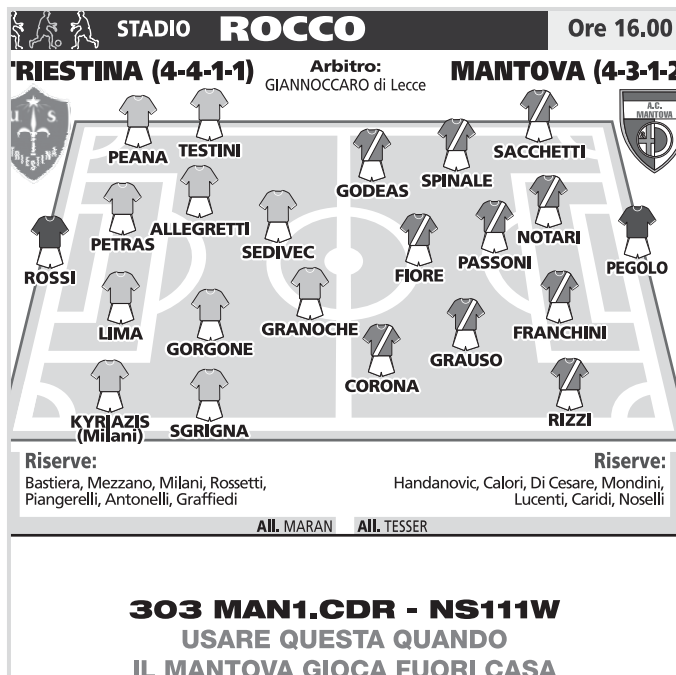
Since CorelDRAW is vector graphics software, tracing, enlarging, and modifying lines and curves are no problem.

was easy for me to get used to CorelDRAW, since it is so intuitive. For a graphic designer, it's just like using a light box: all the documents needed for a graphics or advertising job — logos, texts, borders, illustrations, photographs — are all on hand and viewable on the screen. All I have to do is assemble them, a bit like putting a puzzle together."

Speed and compatibility

It is important not to overlook the economic climate in which we now operate. The ability to work quickly and well is invaluable. "Newspapers survive on their advertising. Every morning, they tell us how much advertising space has been sold. This number determines how many pages the newspaper will have," explains Gianluca Galli. "Today, for example, we have seventy-two, mostly because of a special 32-page insert on the F1 Championships with lots of infographics, all created with CorelDRAW, of course."

CorelDRAW is the ideal tool when it comes to infographics. Gianluca Galli adds, "All the lines of the various circuits are easy to trace and modify, thanks to a specific vector drawing tool." And what about the adverts? "Sometimes the advertising supplied by clients is almost ready for use. In such instances, I can complete the layout with CorelDRAW in just five minutes. Other times, more creativity is needed. The client provides a logo and photos, perhaps some text. Then it's down to us to produce the advertising."



Mantua plays in the Second Division of the Lega Pro. The diagram, created with CorelDRAW Graphics Suite, shows the two teams that will play each other.

Here too CorelDRAW has the advantage of maximum compatibility with the majority of formats. "If the client sends us attachments in JPEG or TIFF format, we can import to CorelDRAW without any conversion problems. The same is true when exporting to the web, for example, such as the online pages of the Group's newspapers. CorelDRAW gives us the best compatibility with the various web formats," says the graphics office manager.

"With CorelDRAW, we can create whatever comes to mind." Gianluca Galli still considers himself an artisan, with nostalgia for the old analog technologies. No coincidence then that his hobby is photography, ideally in black and white: landscapes, still life, macro photography. The films are developed at home in his own darkroom. "Black and white gives me the greatest satisfaction: the contrasts and forms reveal the essence, even the soul, of a situation, an object or a person." Is there a contradiction between photography using traditional methods and the work of a graphic designer who uses digital tools? "No, absolutely not," responds Galli. "Especially when I work with CorelDRAW. The graphic design software is truly surprising in terms of its fluidity, and the ease with which ideas can be given form. In short, it's just like a good glass of wine, relaxing the mind just enough to release the creativity of its user."



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