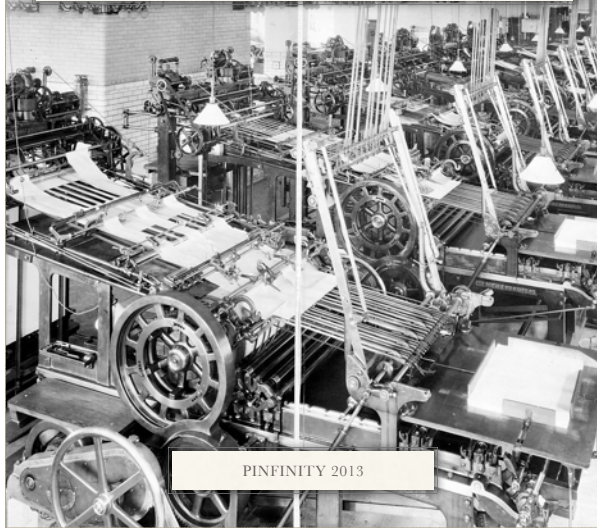


The History Of

THE PRINTING PRESS



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Chapter 1

PRINTING

A printing press is a device for evenly printing ink onto a print medium (substrate) such as paper or cloth. The device applies pressure to a print medium that rests on an inked surface made of moveable type, thereby transferring the ink. Typically used for texts, the invention and spread of the printing press are widely regarded as among the most influential events in the second millennium[1] revolutionizing the way people conceive and describe the world they live in, and ushering in the period of modernity.[2]



Chapter 2

HISTORY

Block printing first came to Christian Europe as a method for printing on cloth, where it was common by 1300. Images printed on cloth for religious purposes could be quite large and elaborate, and when paper became relatively easily available, around 1400, the medium transferred very quickly to small woodcut religious images and playing cards printed on paper. These prints were produced in very large numbers from about 1425 onward.



Christon faciem die quacumq; uisus
sua namq; die morte mala non moris
Millemo fecit
xx anno

Economics

The rapid economic and socio-cultural development of late medieval society in Europe created favorable intellectual and technological conditions for Gutenberg's invention: the entrepreneurial spirit of emerging capitalism increasingly made its impact on medieval modes of production, fostering economic thinking and improving the efficiency of traditional work-processes. The sharp rise of medieval learning and literacy amongst the middle class led to an increased demand for books which the time-consuming hand-copying method fell far short of accommodating.[16]



SEE ALSO

- ❖ *History of capitalism*
- ❖ *Medieval University*

Technological Factors



SEE ALSO

- ❖ *History of Western typography*
- ❖ *Medieval technology*

At the same time, a number of medieval products and technological processes had reached a level of maturity which allowed their potential use for printing purposes. Gutenberg took up these far-flung strands, combined them into one complete and functioning system, and perfected the printing process through all its stages by adding a number of inventions and innovations of his own:

Early modern wine press. Such screw presses were applied in Europe to a wide range of uses and provided Gutenberg with the model for his printing press.

The screw press which allowed direct pressure to be applied on flat-plane was already of great antiquity in Gutenberg's time and was used for a wide range of tasks.[17] Introduced in the 1st century AD by the Romans, it was commonly employed in agricultural production for pressing wine grapes and (olive) oil fruit, both of which formed an integral part of the mediterranean and medieval diet.[18] The device was also used from very