

Congratulations to Quintessence

From February 5 to 7, a large dental conference was held in Berlin to commemorate the 50th anniversary of the Quintessence Publishing Company, which was celebrated with appropriately solemn, elegant festivities. About 150 international presenters delivered lectures on "Concepts and Strategies for Tomorrow's Dentistry," many of them related in some way to prosthodontics; sessions on implants, restorative procedures, occlusion, esthetics, and clinical and laboratory techniques with ceramics and other dental materials reflected the continuing importance of prosthodontics in current dental practice. Though "conventional" prosthetic procedures are being replaced by new methods and materials, prosthodontics will clearly continue to be an integral part of dentistry's future. Two sessions focused on multimedia in dentistry and computerized dentistry, indicating that the future of our profession is in fact already here.

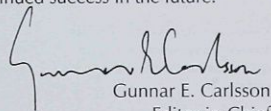
Dr Walter Haase founded Quintessenz Verlag in Berlin in 1949—quite a daring enterprise at that time. The company's first major achievement was to launch the dental journal *Die Quintessenz*, which sought to provide broad information that would be of practical use to general dental practitioners. I still remember how exciting it was for me as a young dentist in the 1950s in Lapland, Sweden to read this unconventional journal (the first I ever subscribed to); it presented practically oriented, well illustrated solutions to clinical problems that had hardly been mentioned in dental school. *Die Quintessenz* has been followed over the years by a great number of highly regarded journals, books, and videos on clinical dentistry.

The company—now headed by the founder's son, Horst-Wolfgang Haase—has grown to become the world's leading dental publisher. Its main office is still in Berlin, but now there are also offices in Chicago, London, São Paulo, Tokyo, Moscow, Warsaw, Prague, Paris, and Barcelona. In addition, partners in several countries publish translated

editions of Quintessence books and journals. In all, the company publishes about 40 journals, but this number continues to increase with the recent addition of three new journals: a Chinese journal on dental research, a journal on adhesive dentistry, and an international journal on computerized dentistry.

In addition to publishing high-quality journals and books, Quintessence has had great success with their instructive videos, which have received several international awards. Another rapidly growing company project is the development of a multimedia education system, the GlobalDent Network. Realizing the enormous potential of this innovative network will be an appropriate challenge for the Quintessence Publishing Group in the coming millennium. It will be interesting to follow the competition between traditional book and journal publishing, which has already been so well mastered by the company, and the new publishing methods of the electronic age. It is my hope that both types of publishing will continue to develop, and that in the future there will be fruitful collaboration rather than irreconcilable conflict between them.

As one member of the big Quintessence family, the IJP joins those at the anniversary celebration in expressing appreciation for the company's ambitious publishing achievements over the past half century, and wishing it continued success in the future.



Gunnar E. Carlsson
Editor-in-Chief

PS—As announced in several recent issues of the IJP, the 8th meeting of the International College of Prosthodontists will take place in Stockholm, Sweden from July 7 to 10, 1999. The conference has attracted great interest, and more than 170 abstracts on various prosthodontic topics have already been submitted. Take advantage of this opportunity to visit the lovely city of Stockholm and the ICP meeting, which promises to be yet another exciting scientific event in the history of the ICP.

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