



Major Grants Underwrite New Book Arts Institute

While standing in a long masked-up line outside Home Depot at the beginning of the pandemic, buying supplies for the Museum improvement projects, director Mark Barbour received a surprise call from the Ludwick Family

soon be vacating, Mark saw this as the ideal opportunity to build our new Book Arts Institute (BAI) teaching lab in the 4,600 sf space next to our tenant Kelly Paper. A fully equipped teaching lab for letterpress, book arts, papermaking,



Participants of the first Book Arts Institute workshop last November, "Painting with the Press" with letterpress artist Chris Fritton, *The Itinerant Printer*, who traveled in from New York.

Foundation (the family behind famed Rainbird Sprinklers). The program officer informed him that Art Ludwick, the family patriarch and devotee of Ben Franklin, said it was our turn to receive a grant. "What projects do you want to accomplish, up to \$100,000?" she asked. Facing a year of shutdown, cancelled tours and no revenue, that question was more than music to Mark's ears... it was a symphony!

Knowing that our machine shop tenant in the rear building would

typesetting and bookbinding has been on Mark's back burner dream list for two decades. The Ludwick Foundation grant would be very timely to fund the demolition and construction of this major undertaking. An example of how even in a bad and difficult year, thinking outside the box we find ourselves in can lead to new opportunities. The Museum's goal is for the Book Arts Institute to be the largest, most comprehensive public teaching space for book arts in the west.

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On-Demand Educational Programs

Many years ago, in an effort to expand the Museum's educational programs beyond in-person visits, the *Museum on Wheels* program was created. The goal was to bring the best of the Printing Museum's educational programs to schools outside of Southern California. Now, to expand the Museum's educational programs even further, a new virtual field trip is in development.

The goal of the virtual field trip is to bring *The Inventive Benjamin Franklin* school assembly and the *Colonial Printing* in-person programs to students across the nation and the world. The new program, *Ben Franklin's Virtual Field Trip*, will use online videos and documents, incorporating California State Curriculum Standards to help students learn about colonial history in a unique and exciting way.

Video Production Begins

In mid-2020, the preproduction phase of *Ben Franklin's Virtual Field Trip* began. The script used in the original in-person Franklin presentation was reviewed, edited to include subject matter from the California State Curriculum Standards, and finalized. Next, it was determined that the library in the Museum's theater would be used for the set instead of the stage where the Franklin presentation

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13TH ANNUAL

Los Angeles Printers Fair A Huge Success!



It was a pleasure to meet in person with the vendors and attendees at the 2021 Los Angeles Printers Fair. Last year's Fair was an all-virtual event due to COVID-19 restrictions. This year's Fair was a hybrid experience featuring in-person and virtual events.

Over 75 vendors representing letterpress printing, book arts, printmaking, papermaking, book printers, suppliers, and collectors were in attendance under our tent, in the Museum, and our new Book Arts lab. Volunteers and Museum docents were busy in every corner of the facility, demonstrating, selling, and helping to make the day a wonderful experience for all in attendance.

This year's in-person attendance numbers 1,400 were augmented by those who participated in the Fair virtually through our online Vendor Marketplace and our YouTube Live broadcast.

Our online Vendor Marketplace showcased many returning vendors from last year's event. The Marketplace included photos, videos, and links to vendor's portfolios and e-commerce sites. This year's numbers were impressive.

In addition to our Virtual Marketplace, fans who could not attend the 2021 Printers Fair in person could



watch the event live on our YouTube channel. Through the technical help of JHL Media Group, we were able to showcase the Printers Fair with vendor interviews, live printing demonstrations, and views of the booths.

Vendor interviews during the live event broadcast included John Barrett from Letterpress Things in Chicopee, Massachusetts, Mark Sackett from The Box SF in San Francisco, California, Leslie Ross-Robertson from Modern Optic in Los Angeles, California, Stephanie Mercado from the California Society of Printmakers in San Francisco, California, Marina Poropat

Joyce author of *Designing for Print*, and Jessica Spring from Springtide Press in Tacoma, Washington.

In addition to the live interviews, YouTube viewers were treated to a special event customarily reserved for vendors only. After the Fair closed down on Saturday evening, the Museum held a special vendor's reception. The reception is a time for the vendors to mix and mingle, share some food and drink, and enjoy a presentation by a guest artist. This year's guest artist was Tony Guadagnolo of Anthony Creative, Inc. The vendors and the YouTube

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CIRCA 1850

Rare Philadelphia Bronstrup Press Added to Collection



viewers watched as Tony discussed his corporate work for clients during his over 40 years in the advertising industry and his current work as the creative principal at Anthony Creative:: Press28, an advertising-design firm in North Texas.

During the day's broadcast, the Live Chat option on YouTube contained messages like, "Thank you for the live video! I was trying to make it today but couldn't come up in time (in San Diego). Have a great fair!" and "Wishing I could be there, thanks for live stream." During the interview with Mark Sackett of The Box SF, one YouTube Live viewer asked for Mark's store's location. The Live Chat comments illustrate the value of the live broadcast.

An additional value of the live broadcast is the ability for this year's Printers Fair to be enjoyed long after the live event ends. The live broadcast videos are currently available on the Printing Museum's YouTube channel. Anyone can watch the nearly four hours of the live broadcast or enjoy the one-hour edited version of the event.

When Mark drove out to New York for the filming of HBO's "Gilded Age," he decided to make the most out of his trip. It was his first major excursion outside of Southern California in almost a year and he had a number of people to reconnect with on the East Coast. And, of course, many of these visits resulted in new acquisitions for the Museum's collection.

While in New York, Mark paid a visit to the South Street Seaport Museum, which houses a significant collection of working printing presses and related materials from the print shop, Bowne & Co. During this visit, he learned that the Seaport Museum was in the process of deaccessioning a Philadelphia Bronstrup Press that had entered their collection in the 1970s. A few months later, the press was donated to the Printing Museum and arrived on our doorstep in a massive wooden crate.

The Philadelphia Bronstrup Press has an interesting connection to the Printing Museum's collection. The oldest press in our collection is an 1806 wooden hand press, which resides in the Colonial America set in the front gallery. Adam Ramage, the creator of this wooden hand press, was also responsible for inventing the iron Philadelphia Press nearly 30 years later. Having a wooden press and a metal press that were designed by the same man paints a fascinating picture of the transition between the two types of machines and fills a gap in

our collection.

This specific press also has a unique history behind it and went on quite a journey before it arrived at the Printing Museum. The press was first on view at Bowne & Co. between 1975 and 1982, when they first acquired it. Then it went on loan to a university in New Jersey. By 1999, the press was in its third home, the Gomez Mill House. The Mill House had a number of noteworthy occupants, but the one we were particularly excited about



what the craftsman Dard Hunter. Hunter was a printer, bookbinder and papermaker who was the first person to construct and design every part of a handmade book.

Not only were we thrilled to add this rare press to our collection but we loved uncovering its history with the help of the Seaport Museum.

printmuseum.org/blog

southstreetseaportmuseum.org/one-printing-press-and-three-museums/

Museum Reaches Broad Audience Through the YouTube Channel

With all of the Printing Museum's antique equipment and type, you might think those of us who work here are opposed to using new technology. Nothing could be further from the truth. While understanding the angst of the Luddites and fully acknowledging the need to sometimes "unplug," the Museum's staff has fully embraced the power of new technology. In fact, due to our understanding of the impact that new technology can have on the world (e.g., Gutenberg's press), you'll find the Printing Museum on most popular social media sites, including Facebook, Instagram, Pinterest, Twitter, LinkedIn, and YouTube.

One social media site in particular demonstrates that we indeed are the International Printing Museum. Statistics from our YouTube channel show over 41 % of our videos are viewed here in the United States, with the balance being watched



in countries worldwide. After the United States, the top five countries are India, the United Kingdom, Canada, Mexico, and Australia.

The top countries in viewership in 2021 remain the same as 2020 except for the addition of Mexico to the list. This addition is mainly due to one person, Manuel Lopez, a typography teacher in Mexico. In early

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Independence Day Celebration and Antique Car Show



For most of 2020, the Museum was shuttered due to Covid-19. This year, we were thrilled to be able to welcome visitors back. At first, opening our doors meant that we were visited by a few tour groups here and there but by July we were back to holding events again.

We kicked off the summer with a new spin on our Independence Day Celebration. The Museum was open for visitors to participate in tours and hands-on activities throughout the day, including printing the Declaration of Independence on the Columbian Press, making a booklet on the US Constitution, marbling red, white, and blue paper, and printing patriotic keepsakes on tabletop presses. The Museum also held its very first Antique Car Show in the parking lot. Friends of the Museum brought their antique cars out and invited others to do so as well. Some highlights included vehicles from the Automobile Driving Museum, a Ford Model A Truck with a Calliope, and a

Star Wars Tribute car.

After a year of closure, we were pleasantly surprised by the crowd that turned out. We had about 200 attendees coming in and out of the Museum that day. Some volunteers opted to wear costumes, as they do every year, but we were particularly taken with the costumes and patriotic outfits that many guests put on for the event. It was a colorful, joyful event and there was a feeling in the air that things were finally getting back to normal.



Major Grants

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The BAI will offer students and artists of all ages the opportunity to experience the book arts. They will be able to explore papermaking, hand bookbinding, letterpress printing on Vandercooks, platens and Windmills, typesetting, paper marbling and screen printing. The BAI will also provide much needed studio space and equipment for book artists to hone their craft. In addition to classes there will be regular lectures and presentations,



exhibits and guest artists.

Funding from the Ludwick Foundation underwrote Phase One of

construction. Given the success with this grant, Mark decided to explore another funding opportunity to cover Phase Two, including all the finishing touches on the BAI such as signage, lighting, purchase of teaching equipment and tools, and staffing costs. In early March while driving a truck back from Chicago filled with more gems for the collection, Mark stopped by to visit with fellow printer/collector John Horn in Little Rock, Arkansas. John has been a consistent supporter of the Printing Museum for more than 20 years. The visit allowed Mark to bring John fully up to speed on all the Museum has accomplished in recent years. The end result was an invitation by John to request a grant from his wife Robyn's family foundation, The Windgate Foundation in Arkansas.

Given the interest of the Wind-



gate Foundation towards arts & crafts education, Mark saw the opportunity for BAI Phase Two. A call to John and Robyn in May confirmed this, as well as the foundation's interest in matching grants. Combined with the \$100,000 Ludwick Foundation grant, this additional \$100,000 from Windgate has allowed us to complete the new Book Arts Institute and underwrite its operation for the first year.

Our first class was held after the Printers Fair in November with guest artist, Chris Fritton, *The Itinerant Printer*. We are already setting up a range of classes for 2022. For information: printmuseum.org/bookarts

On-Demand

Continued from page 1

was usually presented. Props and costumes were evaluated and selected while key scenes were mapped out. By early January 2021, everything was in place, and shooting began.

Over two days in January, principal photography took place. With the acting skills of Phil Soinski, reprising his role as Ben Franklin, and the technical assistance of JLH Media Group, the project began to take shape.

One month later, principal photography for the *Colonial Printing* program took place in the Museum's Ben Franklin

Gallery. Additional filming took place with the Museum's Gutenberg Printing Press. Our curator, who's no stranger to the camera, donned his apron and became the colonial printer.

Once principal photography was complete, post-production began. In addition to editing the video,

original source documents, images, and music were located, secured, and incorporated into the final product.

Creating Supplemental Materials

As video production took place, Museum Manager Sara, and Assistant Manager Madeline, developed educational materials to complement the video. These include vocabulary lists, projects, games, and worksheets.

The video and the supplemental materials provide teachers with a great way to help students understand colonial history.

For a sneak peek at *Ben Franklin's Virtual Field Trip*: <https://youtu.be/hbZZY0zqMMw>.



WHERE TO FIND IT

The Ultimate Printing Map



Mark Barbour, Museum Curator, with Sara Halpert and Madeline Helland, Museum Managers.

In early September, our Museum Manager, Sara, passed on the torch after six years at the Museum. Before departing, she put together an interactive map of locations around the world that relate to printing. This was a labor of love that pulled together a huge variety

of places, including other printing museums, book arts programs, historic sites, libraries and more. A link to the map is on the home page of our website (printmuseum.org). We encourage you to explore it and find out what printing sites are near you!

A screenshot of a Google My Maps interface titled "Printing Places of Interest". The map shows the United States and parts of Canada, Mexico, and Central America, densely populated with blue circular icons representing printing-related locations. On the left side, there is a sidebar with a list of categories and items:

- Thanks to AAPA, Atlas Obscura, and The International Print Center for its listings**
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You Tube Channel

(Continued from page 4)

2021, we were contacted by Manuel Lopez, a typography teacher in Mexico. Manuel asked about translating some of the Museum's virtual tour videos into Spanish to benefit his students. We were able to share the riches of the Printing Museum with a whole new audience! Now you can watch those tours, "Introduction to Printing", "The Gutenberg Press", "The 19th Century Country Newspaper Shop", and "The Linotype & the Typesetting Race", all with Spanish subtitles.

The Virtual Museum Tour videos are just some of the content that has led to the significant growth of our channel this year. This growth is primarily due to the interesting content, the quality of the videos, and, of course, the remarkable storytelling ability of our Founding Curator and Executive Director, Mark Barbour. This organic growth is reflected in the fact that the majority of our 650,000 impressions came from YouTube itself recommending our content. We've seen a 202% growth in Subscribers since 2020. Those subscribers collectively



watched nearly 5,600 hours of printing history and museum events.

If you're not one of the 830 subscribers to the Museum's YouTube channel, we suggest you Like, Share and Subscribe. You will find links to all of our social media sites on our web page.



PLANNED GIVING

Your support helps keep the International Printing Museum's activities and programs alive. With your help together we can inspire and educate audiences both young and old about the printing, graphics, and book arts industries.

POPULAR WAYS TO GIVE

- Wills and Living Trusts
- Bequest Language
- Beneficiary Designations
- Charitable Gift Annuities
- Charitable Remainder Trusts
- IRA Charitable Rollover
- Charitable Lead Trusts
- Real Estate
- Memorials and Tribute Gifts

VERY RARE NO. 1 MODEL

Thomas Edison & His Mimeograph Machine

On another leg of his East Coast adventure, Mark made a stop in Massachusetts to visit John Barrett at Letterpress Things. While the Philadelphia Press



was the largest treasure he brought back from his trip, the equipment he found in Massachusetts fell on the other end of the spectrum. One particularly interesting object was very rare No. 1 Edison Mimeograph. The mimeograph is one of the earliest duplicators, a form of printing that followed letterpress.

This first mimeograph was created by Thomas Edison and the A.B. Dick Company.

Edison was one of America's most famous inventors, best known for his work with lightbulbs, phonographs, telephones, and other electrical innovations that shaped the modern world. Among his many inventions, Edison also played a role in creating the first duplicator. Edison was something of a patent fiend—during his lifetime he acquired over a thousand patents for his inventions. His patents that became noteworthy to the printing industry included “autographic printing” with an electric pen and flatbed press and “autographic stencils.” Nothing much came of these patents however until the Chicago based A.B. Dick Company took an interest in the technology in the mid-1880s.

A.B. Dick got its name from its founder Albert Blake Dick, who started the business in 1883 as a lumber company. Within the next ten years, the A.B. Dick Company transformed into a major manufacturer of printing equipment. Dick designed his own version of the electric pen and

stencil and reached out to Edison, who controlled the patents for the technology. The two established a working relationship as they began to design the

first stencil duplicator. The result was the Edison Mimeograph.

Our No. 1 Edison Mimeograph is packaged in a wooden box that still contains all the chemicals and tools needed to produce a stencil. It even has an old stencil that may have been by its previous owner. Inside the lid of the box are instructions on how to use it and a price list for other models of mimeographs (Our No. 1 model cost \$15 back in the 1890s, which is equivalent to \$500 today).

The Museum already had a number of later models of mimeographs and this new acquisition paints a picture of what that transition from printing press to duplicator looked like. If you want to see the Edison Mimeograph for yourself it is currently on display at the Museum.



INTRODUCING

Ottmar the Museum Cat



All donations make a difference here at the Printing Museum but the award for the year's best donation has to go to our electrician, who gave us a kitten. Ottmar the Linocat is named after the inventor of the Linotype, Ottmar Mergenthaler. He earns his keep by patrolling the yard and snuggling up to anyone he meets.

UPCOMING EVENTS

APRIL 2
Krazy Krafts Day for Kids

JULY 2
Independence Day
Celebration &
Annual Vintage Car Show

AUGUST 20
Letterpress Wayzgoose
& Surplus Sale

OCTOBER 22 & 23
Los Angeles Printers Fair

QUARTERLY
BSA Merit Badge Days
GSA Books Arts Patch Days

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