
The APHA Newsletter

NO.140  SUMMER 2000

Year 2000 APHA Conference

THIS YEAR, on October 20–22, 2000, the annual conference of the American Printing History Association will take place in Rochester, New York, at the Rochester Institute of Technology. Hosted by RIT's renowned Cary Graphic Arts Collection, the conference will feature a two-fold theme: 1) a review of accomplishments in the field of book history over the last century, and 2) a look at how some of the newer imaging technologies are being used by scholars to study book and graphic arts history.

An exciting schedule of events is planned, beginning on Friday evening, October 20, with a reception in the Cary Collection, featuring an exhibition of rare printers' manuals. A keynote address by Robert Bringhurst, author of *The Elements of Typographic Style*, follows. The conference will continue on Saturday, October 21 with a full day of presentations, including Kay Amert of the University of Iowa on the digital comparison of sixteenth-century types and Robert Johnston of RIT's Imaging Science Center on the optical enhancement of the Dead Sea Scrolls and the Archimedes Palimpsest. A representative from Octavo Corporation will discuss the company's experiences in publishing CD-ROM facsimiles of rare books, while RIT's Frank Romano will talk about the effect that digital printing technologies are having on the nature of book publishing. Additional speakers will be announced. On Saturday evening, conference participants are invited to a banquet at the famed Oak Hill Country Club, host of the 1995 Ryder Cup, with after-dinner activities including a book auction.

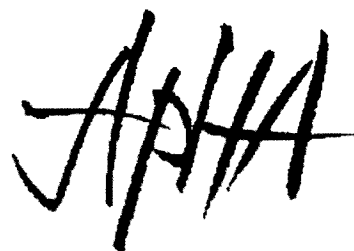
Conference participants will also have an opportunity to view a live run of an APHA publication on one of RIT's digital printing presses, as well as visit some of the labs in the School of Printing. If there is sufficient interest, excursions may be set up to visit the Kodak paper mill in Rochester and the Michael & Winifred Bixler Monotype establishment in Skaneateles.

All in all, this will be one of the most action-packed APHA conferences ever and a fitting conclusion to what has been called the millennium of the book. Fifty rooms have already been reserved for APHA participants at the Radisson Hotel on the edge of the RIT campus. Call 716 / 475-1910 and ask for the APHA conference rate. Further conference and programs details will be disclosed in a brochure to be mailed later this summer to all APHA

members. Immediate inquiries may be directed to David Pankow, Curator, Cary Graphic Arts Collection, either by email, dppwml@rit.edu, or by telephone 716 / 475-2408.

Conference attendees may wish to take advantage of the discounted fare to Rochester available from US Airways. APHA's agreement offers 5% off the lowest applicable published fares plus an additional 10% discount for reservations made 60 days in advance of travel. To obtain this special conference discount, call the US Airways Group and Meeting Reservation Office toll free at 877/874-7687 from 8 AM to 9:30 PM Eastern time. Refer to Gold File Number 99631417.

David Pankow



Early APHA logo designed by Philip Grushkin

APHA Logo Contest Deadline Near!

DESIGNS for the new association logo are due in the APHA mailbox by September 1, 2000. The logo will be used on the website, in publications, stationery, and wherever else it's needed.

The winner of the competition will receive a copy of the deluxe edition of the Grolier Club publication *A Century for the Century*, the catalog of the exhibition at the Grolier Club in 1999. Thanks to the Veatches for the donation of this out-of-print special book, valued at \$375.

The logo design can be typographic, calligraphic, line art, or a combination. Please limit the design to two colors that may be reproduced in one color if necessary.

Send entries to Logo Competition, APHA, PO Box 4922, Grand Central Station, New York, NY 10163-4922. Include your name and contact information in the mailing but not attached to the designs themselves. We hope to announce the winner at the annual conference in October.

CHAPTER NOTES

NEW ENGLAND CHAPTER

THIS YEAR APHA New England's officers decided to organize our activities around the themes of printers and presses. We went to the Museum of Printing in North Andover, MA on June 3. The Museum of Printing, beautifully situated in a new location at 800 Massachusetts Avenue, is the result of the efforts of The Friends of the Museum of Printing. This new museum will provide printers, craftsmen, and printing scholars an opportunity to bring the story of printing, specifically American printing, to the public. The collection includes at least one of most of the important letterpresses made in the nineteenth and twentieth centuries, both platen and cylinder. Other printing technologies such as etching and offset-lithography are also represented. The museum has a wide variety of typesetting machines from the hot-metal and phototype eras, including some peculiar ones as well as case upon rack upon stand of foundry (metal) type. The museum's library has catalogues, maintenance manuals, and influential books relevant to the various printerly arts.

On Tuesday, July 11, chapter members visited the Boston Public Library for 'After the Flood: A Tour of Printing Treasures Rare Books & Manuscripts', 700 Boylston Street, Copley Square at 4 PM. Susan Godlewski reassured us that the flood in the BPL did not diminish the richness of their holdings in the Department of Rare Books and Manuscripts.

APHNE's annual meeting will be for lunch and networking on Sunday August 12. Remember to save the date October 28 for Greer Allen's lecture on 'Carl Rollins First "University Printer"'.

All APHNE members should have received the details of the meetings in their member's letter. If you did not receive your mailing or have further questions, please contact me at 35 Boston Neck Road, North Kingstown, Rhode Island, 02852 or email abeckwth@providence.edu.

Alice Beckwith, APHA NE President

NORTHERN CALIFORNIA CHAPTER

HERE ON the edge of Silicon Valley the Northern California Chapter has, not inappropriately, been occupied with high technology and the book. On June 8th members received an on-site tour of the Oakland facilities of Octavo, the publishers of CD-ROM versions of rare books. The brainchild of Adobe CEO and avid book collector John Warnock, Octavo's CD-ROMs allow those who might not have access to, say, an Aldine or a Kelmscott Chaucer, to explore the book, cover to cover, on their desktop computers. Jocelyn Bergen was our host; NCAPHA vice president Greg Graalfs arranged for the tour.

In September we will be conducting hands-on experiments in *The Future of Reading* at the Tech Museum of San Jose. This highly interactive exhibition, which represents experiments in language transmission by Xerox Palo Alto Research Center, will allow us to 'hear' a book, follow a timeline of printing technology, and view contemporary book arts in the making at the special on-site studio hosted by San Francisco Center for the Book.

Kathleen A. Walkup, Northern CA President
kwalk@mills.edu

NEW YORK CHAPTER

The Local Arrangements Committee for the APHA Annual Conference held at the Grolier Club on the 22nd and 23rd of October, 1999, consisted of Lowell Bodger, chair; Whitney Bagnall, Virginia Bartow, Lissa Dodington, Hannah Joseph, Micheal Joseph, Stanley Joseph, Alan Levitt, Jane Siegel and Carolyn Smith.

Lissa Dodington, NY Chapter member

OFFICERS

Officers of the Association elected at the January, 2000 Annual Meeting

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Mark Samuels Lasner VICE-PRESIDENT FOR PROGRAMS

Lissa Dodington VICE-PRESIDENT FOR PUBLICATIONS

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NEW MEMBERS

Michael A. Baenen Eliot, ME	Michael Forstrom Rochester, NY	Andrew Metcalf Campbell, Australia
Joan C. Bessman Hattiesburg, MS	Carolyn Frases Oberlin, OH	NLF Library Service Cambria Heights, NY
Kelly Brown Kansas City, KS	Isaac Gewirtz New York, NY	David Partikian New York, NY
William T. Buice, III New York, NY	Jim Holland Fremont, CA	Carol S. Prindle Chicago, IL
Claudia Laub, Inc. Los Angeles, CA	Sara J. Holmes Austin, TX	Tricia Treacy Ottsville, PA
Sandy Connors North Chatham, NY	Jeffrey Makala Middletown, CT	John Weber Glenview, IL

Martino Mardersteig addressed the Annual Conference in October 1999 speaking about the limited book club Cento Amici del Libro. A summary of his talk is printed in this issue of the Newsletter. The other presentations were summarized in issue #138 of the Newsletter.

Cento Amici del Libro: A Very Exclusive Italian Book Club

THE FIFTEENTH AND SIXTEENTH CENTURIES were important to the history of books, creating a lasting fame throughout the world for Italy and its printing traditions. Giambattista Bodoni revived renaissance traditions in the late eighteenth and early nineteenth centuries, designing typefaces and printing some of the most beautiful books ever produced. Twentieth-century Italy saw a ~~thirteenth~~ revival of renaissance typography, growing as a reaction against industrialization and influenced by English and German fine printing which distinguished each publisher or press by distinctive design and encouraged the use of new typefaces and new ornamentation.

This was the period in which Giovanni Mardersteig founded his press in 1922 in Lugano, Switzerland. Mardersteig chose the Bodoni types as personal favorites and named his press Officina Bodoni. He moved to Verona in 1927 to print the forty-nine volume works of Gabriele D'Annunzio after winning an inter-national design competition. Books printed at the Officina Bodoni soon became symbols of the highest quality of design and craftsmanship, and the press was sought out by publishers and scholars who wanted to meet Giovanni Mardersteig, and to have their books printed by his press.

The Cento Amici Del Libro (The Hundred Book Lovers) was founded in 1939 in Florence by a group of bibliophiles who wished to publish one book each year in a very limited, very special edition. Membership is kept to one hundred members only, and new members are added only when vacancies occur. The purpose of club is to develop the taste for fine books and to facilitate relationships between bibliophiles. "The works published should contain text of Italian or Latin authors and original illustrations of Italian artists" according to the club charter. This statute continues to guide the board of directors' selection of the text and artist for each year's project. There are no special limitations concerning specification of printer, designer, size, or illustration techniques. Giovanni Mardersteig's stature as the finest of Italian fine printers led The Cento Amici to the Officina and a long relationship with the press.

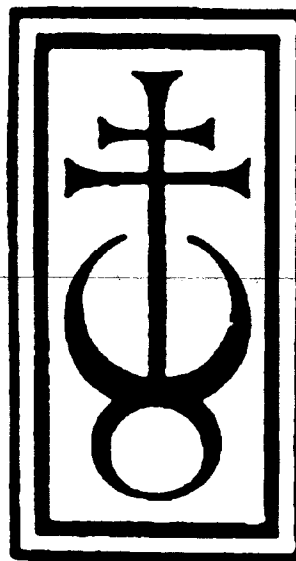
The activity of Cento Amici del Libro divides into two periods: 1939 to 1974 when twenty-one titles were printed

by Giovanni Mardersteig at the Officina Bodoni; the first being a popular fable *Aminta* by Torquato Tasso with seven etchings by Francesco Chiappelli and set in Mardersteig's Griffo type. Early books were printed in Stempel Garamond or Poliphilus, Dante and Baskerville. All were set by hand and printed on handmade papers. The exclusivity of the books was enhanced by the fact that all 100 members have their names printed in the book. A small quantity (twenty to thirty copies) were numbered and sold to newly associated members or sold to finance new titles. All books were also illustrated with original wood engravings, lithographs, or linoleum cuts. The second period from 1976 to the present saw two important changes: the change of the seat of the club from Florence to Milan and the selection of printers other than Mardersteig. Richard Gabriel Rummonds's Plain Wrapper Press was the first to print a Cento Amici project other than Mardersteig. Rummonds printed *Stella Variabili* by Vittorio Sereni with six etchings by Ruggero Svainio.

After Giovanni's death in 1977 Martino Mardersteig took over the Officina Bodoni hand press with his wife Gabriella. Today it is Gabriella who oversees the Officina while the Stamperia Valdona printing plant absorbs most of Martino's time.

The Cento Amici del Libro plans to continue to publish one book a year; all set in hot metal. A large exhibition is scheduled for 2001 in Milan.

Lissa Dodington, Editor



The press mark of Giovanni Mardersteig's Officina Bodoni. Twenty-one titles were printed for the Cento Amici del Libro by Mardersteig at the Officina Bodoni.

Blick auf Klassik

APHA erinnert an Druck-Traditionen

Das Gutenberg-Museum ist in guter Gesellschaft: Mit der New Yorker Morgan Library wurde schon einmal eine Institution, die Bibeln aus der Werkstatt von Johannes Gensfleisch besitzt, von der amerikanischen Vereinigung für Druckgeschichte (APHA) gewürdigt. Am Wochenende erhielt das Mainzer Museum den Preis 2000 – als zweite ausländische Einrichtung in der Geschichte der 25 Jahre alten Auszeichnung.

Bei der diesjährigen Preisverleihung geht die amerikanische Vereinigung zurück zu ihren Traditionen. „Im Bereich der Druckkunst hat sich viel verändert“, erklärte die APHA-Präsidentin, Anne Anninger,

mit Blick auf die Revolution durch die modernen Medien: „Verglichen mit der Musik verstehen wir uns auf Klassiker.“

Den Preis für Einzelpersonen erhielt deshalb Stanley Nelson vom National Museum of American History. Er versucht die alten Techniken wieder zu beleben. „Auch wenn die Leute fragen, wen das interessiert, werde ich weiterarbeiten“, erklärt Nelson. Beim Gutenberg-Museum war dem Komitee vor allen Dingen der Einsatz für die Bewahrung und Darstellung der Druckkunst den Preis wert. „Deshalb ist uns das 100-jährige Jubiläum wichtiger als der 600. Geburtstag Gutenbergs“, betont APHA-Komiteemitglied Jean Ashton.



Den bekommt nicht jeder: Im Trustees Room der New York Public Library traf sich die amerikanische Vereinigung für Druckgeschichte zur Jahrestagung. Kulturdezernent Peter Krawietz übermittelte Grüße der Stadt Mainz.

APHA Institutional Award Received Warmly in Mainz

THE FACT that APHA conferred its 2000 Institutional Award upon the Gutenberg Museum did not go unnoticed in Mainz. The *Mainzer Zeitung* devoted an entire page of its February 2 issue to articles about the award and its acceptance by Mr. Peter Krawietz, the city's Vice Mayor for Cultural Affairs, and Dr. Eva-Marie Hanebutt-Benz, Director of the Museum.

The award was particularly appreciated since it added to the newsworthiness of the 100-year jubilee – a celebration of the founding of the Gutenberg Society and the Gutenberg Museum. The 600th anniversary of Gutenberg's birth, of course, is also being observed this year.



Lili Wronker (center) owns about 2000 printing medals: At the Grolier Club Lili showed part of her treasures to Dr. Eva-Marie Hanebutt-Benz and Peter Krawietz.

One article in the newspaper involves our own Lili Wronker and the collection of some 2,000 printing medals she and her late husband Erich collected over the years. A photograph depicts Lili showing part of the collection to the visiting dignitaries. Incidentally, she is working on a video and CD-ROM concerning the medals – something we all await with eager anticipation.

Irene Tichenor

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APHA Oral History Report

THE Thomas Todd interview is at Tapescribe in a queue, and may even be nearing completion of the first transcription. I attended the New England Association of Oral History's conference on Oral History and Public History on April 29 at the University of Connecticut.

APHA members are urged to submit names and addresses of candidates to be interviewed to Alice Beckwith, Providence College, Providence, RI 02918, or email abeckwth@providence.edu.

Alice Beckwith, Chair, Oral History Project

The APHA Newsletter

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Advertising in the *Newsletter* is available for \$120 for a half-page, \$60 for a quarter page.

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CALENDAR

EXHIBITIONS

San Francisco

July 1-August 31 SF Public Library: 'Kalligraphia 2000,' an exhibition by members of the Friends of Calligraphy (FOC). The exhibition will reflect the wide range of current calligraphic practices, from the traditional to more experimental and expressionistic methods of approach. A series of calligraphy demonstrations by noted Bay Area scribes will take place during the exhibition's run. They will be presented on Saturday afternoons during July and August, from 2 to 4 PM, in the Latino-Hispanic Community Meeting Room, Lower Level, Main Library, and will cover many aspects of both the art and the craft of lettering. On August 5th a special demonstration expands in format to include an international group of calligraphers – from England, Germany, the Netherlands, among other places – showing a wide variety of scribal practices.

San Marino, CA

Through August 31 The Huntington: 'Worlds of Profit & Delight: Popular Reading in Renaissance England'.

Through September 30 The Huntington: 'Land of Golden Dreams: California in Gold Rush Decade, 1848-1858.' Contact: www.huntington.org; 626/405-2141.

Salt Lake City, UT

August 19-October 8 Salt Lake Art Center: 'Rocky Mountain Guild of Book Workers Members Only Show.' An exhibit will be in place for the 20th Annual Standards of Excellence Seminar. Contact: Pam_Barrios@byu.edu; 801/378-2988.

Through September 16 Westminster College: 3rd Annual Great Salt Lake Book Festival.

Manchester, VT

July 9-September 29 American Museum of Fly Fishing: 'The Collector as Bookbinder: The Piscatorial Bindings of S.A. Neff, Jr.'

Minneapolis, MN

Through July 31 Minnesota Center for Book Arts: 'Chapter Four: Fifteen Years of Faculty & Friends'.

Through September 9 'Designer Bookbinders in North America.' Contact: MCBA/Open Book, 1011 Washington Ave South, 55415.

New York, NY

Through July 31 'The Art of Publishers' Bookbindings: 1815-1915'.

September 30-November 18 Grolier Club: 'Fritz Kredel Centennial Exhibition.' This retrospective exhibit will display some works never shown before from private collections of his daughter and granddaughter, the exhibit's co-curators. Contact: Nancy Houghton, nsh@grolierclub.org; 47 East 60 St, NYC 10022.

Through July 31 HarperCollins Exhibition Space: 'East Bound-West Bound,' an exhibit of bicoastal book artists Stephanie Later & Gloria Helfgott. 10 East 53 St, NYC 10022. Contact: Stephanie Later, 201 East 77 St, NYC 10021; 212/249-5530.

Albany, NY

October 6-December 31 NYS Museum: 'The Collector as Bookbinder: The Piscatorial Bindings of S.A. Neff, Jr.' An exhibit of 74 boxes, drawings, photos.

Heckington, England

July 2-August 27 Pearoom Centre for Contemporary Craft: 'Words & Images.' Contact: scribe@calligraphy.org; Society of Scribes & Illuminators, 6 Queen Sq, London WC1N 3AR.

CONFERENCES

APHA Annual Conference *October 20-22, 2000, Rochester Institute of Technology, Rochester, NY.* Digital technologies and their **impact on the history** of printing. See cover story in this issue.

STUDY OPPORTUNITIES

Book Arts Summer Workshop *August 16-19, 2000, Hanover, NH.* 'Bruce Rogers and the Renaissance in American Printing.' Contact: Book Arts Summer Workshop, 115 Baker Library, Dartmouth College, Hanover, NH 03775-3525.

Rare Book School Contact: Terry Belanger, 114 Alderman Library, University of Virginia, Charlottesville, VA, 22903-2498; TEL: 804 / 924-8851; belanger@virginia.edu; www.virginia.edu/oldbooks.

Columbia College Chicago Center for Book & Paper Arts

Contact: Bill Drendel; TEL: 312 / 344-6644; venezia@aol.com

Minnesota Center for Book Arts 1011 Washington Ave, Suite 101, Minneapolis, MN 00000

American Academy of Bookbinding PO Box 1590, Telluride, CO 81435; TEL: 970/728-3886; FAX: 970/728-9709.

Books Arts Program at the J. Willard Marriott Library, University of Utah; TEL: 801/585-9191 or 801/585-6168.

Canadian Bookbinders & Book Artists Guild (CBBAG) 176 John St, Suite 309, Toronto, ONT M5T1X5; Shelagh Smith: TEL: 905/851-1554; FAX: 905/851-6029.

FELLOWSHIPS

John Carter Brown Library Long & short-term fellowships with monthly stipends available for June 1, 2001-May 31, 2002. Application deadline is January 15, 2001. For further information contact: Director, John Carter Brown Library, Box 1894, Providence, RI; TEL: 401/863-2725; FAX: 401/863-3477; JCBL_Fellowships@brown.edu; www.JCBL.org.