



The Black Art & Printers' Devils

The Magic, Mysticism, and Wonders of Printing History

Call for Proposals 2016

The American Printing History Association welcomes proposals for its 41st annual conference:

The Black Art & Printers' Devils: The Magic, Mysticism, and Wonders of Printing History
at The Huntington Library, Art Collections, and Botanical Gardens
San Marino, California
October 7-8, 2016

For centuries, the ancient traditions of craft guilds and trade secrets made the discovery and study of printing, papermaking, and the allied arts illusive, even quasi-mystical, inviting evocative terms into the lexicon like the black art, printer's devil, hell box, and coffin. In the preface to the 1677 edition of *Mechanick Exercises: or, The Doctrine of Handy-works...* Joseph Moxon himself noted, "handy-craft signifies cunning or sleight, or craft of the hand, which cannot be taught by Words, but is only gain'd by Practice and exercise." The American Printing History Association (APHA) invites proposals that explore magic, mysticism, the occult, alchemy, optical illusions, and trickery through the lens of printing as subject and subgenre. Talks could explore the conference theme from various historical or technological perspectives, including:

- Publication methods of magical subjects such as witchcraft, spells, conjuring, and the occult
- Alchemical treatises, astrological predictions, and proof of spirit communications
- Incantations and cyphers
- The history of playing cards, hidden fore-edge pictures, blow books, and letter-locking
- The production, distribution, and reception of allegorical books and inscrutables (such as *Dance Macabre* and *Hypnerotomachia Poliphilii*), as well as novel formats and devices (such as pop-ups, movables, and volvelles)
- False imprints and forgeries
- Lenticular and 3D printing
- Ink formulas and the metallurgy of type

Submission guidelines

Proposals are due by March 15, 2016. You will receive a timely acknowledgment that your proposal has been received. Electronic (preferred) or hard-copy submissions will be accepted. Send e-mail proposals as attachments in Microsoft Word or PDF format to faridabee@yahoo.com. Mail hard-copy proposals to: Farida Sunada, 805 East Pine Street, Alhambra, CA 91801. Proposals will be accepted by blind judging, so your name, biography, and contact information will be separated before judging by the Program Committee.

Proposal guidelines for presentations and demonstrations

We solicit proposals for 20-minute individual presentations or 30-minute individual demonstrations, or 50-minute group panels or 60-minute group demonstrations. Proposals for individual presentations and demonstrations must include the paper topic, a title, and an abstract (500 words maximum). Proposals for panels of three or four speakers (each allotted 15 minutes) must include the paper topic, a title, and an abstract (500 words maximum). All proposals must include the following information in the following order. Please begin each item on a separate line. Items 1 through 4 must be on a separate page.

1. Name
2. All contact information: mailing address, phone number, e-mail address
3. If proposing a group panel or demonstration, names of all group participants
4. Short biography (100 words maximum for each participant)
5. Three or four keywords to aid presentation or demonstration scheduling
6. Presentation or demonstration title
7. Text of proposal for presentation. For demonstrations, include the process and equipment or audiovisual needs

Proposal guidelines for pre-conference workshops

Proposals for half-day, pre-conference workshops by practitioners in the printing arts should be accompanied by a short statement (250 words maximum) about your activities and qualifications, together with an explanation of the demonstration, equipment requirements, and number of attendees. The Program Committee may request examples of work.

Notification

You will be contacted by April 15 if your proposal is accepted. APHA membership must be current within two weeks following notification of acceptance of your proposal. Please note that presenters will pay for their own travel, hotel arrangements, and conference registration fees.

Conference location and lodging

The Huntington Library, with its unparalleled collections of early printed books, manuscripts, photographs, prints, and ephemera, will provide an elegant backdrop for the APHA conference. Founded by railroad magnate Henry E. Huntington in 1919, the library has strengths in British and American history and literature, Western Americana, the history of science and technology, and the history of books and printing. Mr. Huntington was also interested in art and botany, and today the Huntington includes several galleries and 120 acres of botanical gardens, to which conference attendees will have multi-day access. Activities, including a book fair, will be centered in the new Steven S. Koblik Education and Visitor Center.

San Marino is adjacent to Pasadena and just east of Downtown Los Angeles. It is close to several other museums and many restaurants, and from Pasadena is less than 30 minutes from Downtown Los Angeles via the light-rail Gold Line. The region is served most directly by the Bob Hope Airport in Burbank (BUR) and the Los Angeles International Airport (LAX). Lodging options include a Sheraton, Hilton, and Westin, as well as the historic Langham Hotel. Find further details about the conference, tours, and workshops at printinghistory.org.