



PRINTING from the Edge

American Printing History Association 36th Annual Conference

University of California, San Diego
October 14–15, 2011

San Diego sits at the southwest corner of the United States: at the edge of the United States, at the edge of the international border with Mexico, and at the edge of the Pacific Ocean. Reflecting this location the American Printing History Association invites you to the 36th annual conference exploring transformative moments in printing history that have changed the direction of printing, typography, book design and publishing.

The program will be held in the Faculty Center at the University of California, San Diego, in La Jolla. The keynote speech will be given by Pamela Smith, author of *Passions in Print: Private Press Artistry in New Mexico 1834-Present*. There will be thirteen additional presentations on the theme, *Printing from the Edge*. Attendees will also be able to attend activities on Friday afternoon, including tours of the San Diego Supercomputer Center and the Stuart Collection of site-specific art on campus, a book fair, and a screening of the documentary *Proceed and Be Bold*.

Friday, October 14

- 12:00–5:00 Registration at the Faculty Club
- 1:00–5:00 Book Fair at the Faculty Club
- 1:00–2:00 San Diego Supercomputer Center
or
The Stuart Sculpture Collection
- 2:15–3:45 *Proceed and Be Bold*
Documentary about letterpress
printer Amos Paul Kennedy,
Sponsored by the Southern
California Chapter
- 5:00–6:00 Reception (no host bar)
- 6:00–7:30 Dinner
- 7:30–8:30 *Thriving on the Edge: Artisan Printers
Lured by the Land of Enchantment*
Keynote speech by Pamela Smith,
author of *Passion in Print: Private Press
Artistry in New Mexico 1834–present*

Saturday, October 15

- 8:30–9:00 Morning Coffee, Registration
- 9:00–9:15 Welcome
- 9:15–9:45 *Our Gestetner Keeps on Turning—
Underground Printing in Communist
Poland 1976–1989*, Gwido Zlatkes,
Mark Samuels Lasner Fellowship
in Printing History

Saturday, October 15

- 2:30–3:45 PANEL 3
- Civil War Printing*, Joan Boudreau
- The Mechanical and the Digital:
How Technology Affects Design*,
Daniel Mellis
- From ATF to VCG: Display Typefaces
in Transformation*, Peter Bain
- 3:45–4:00 Break
- 4:00–5:15 PANEL 4
- Re-imagining the Globe Poster
Baltimore*, Joseph Galbreath
- The Book Arts, the Arts and Crafts
Movement, and the Rise of Greeting
Cards in America*, Anne O'Donnell
- Zines and Print Culture: Re-Shaping
the Definition of the Private Press*,
Cristina Favretto
- 5:30–6:30 Closing Reception
Hosted by the Mandeville Special
Collections Library, UCSD

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CONTACTS

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ACCOMODATION

For your convenience, blocks of rooms are being held at two La Jolla hotels near the UCSD campus.

The Sheraton La Jolla, located at 3299 Holiday Court, is a short drive or robust walk to the UCSD Faculty Club. Reservations may be made at (800) 325–3535 or www.sheratonlajolla.com; \$129 (Friday and Saturday).

The Hotel La Jolla, located at 7955 La Jolla Shores Drive, offers van service to the UCSD campus. Reservations may be made at (800) 666–0261 or www.hotellajolla.com; \$139 (Friday and Saturday).

Rooms are also available at Estancia La Jolla, located across the street from UCSD and a short walk to the Faculty Club. APHA members may book reservations at the UCSD rate, as long as space is available, at www.estancialajolla.com or (858) 550–1000; \$169 (Friday and Saturday).

Design of the conference logo and program were donated by Cameron and Fiona Leggett of Lettra Sauvage, a community letterpress studio in Santa Paula, California.

ABOUT APHA

The American Printing History Association (APHA) is a membership organization that encourages the study of the history of printing and related arts and crafts, including calligraphy, typefounding, typography, papermaking, bookbinding, illustration, and publishing.

The organization does this through a wide variety of programs and services: the annual three-day conference and Lieberman Lecture series; the oral history project; the fellowship program; the scholarly journal *Printing History* and other special publications; and the annual individual and institutional awards that honor distinguished achievement in the field of printing history.

BOOK FAIR

The Southern California Chapter of APHA will host a Book Fair from 1:00 to 5:00 on Friday afternoon at the Faculty Club. Members of APHA and the Antiquarian Booksellers Association of America (ABAA) will be invited to reserve tables to showcase and sell books. Details, including table sizes and fees, will be available on the website shortly. An announcement will be sent via email and posted to the website when the sign-up period begins. Space is limited, so please be prepared to make your reservation without delay.

For further information about APHA, please visit www.printinghistory.org.

American Printing History Association
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