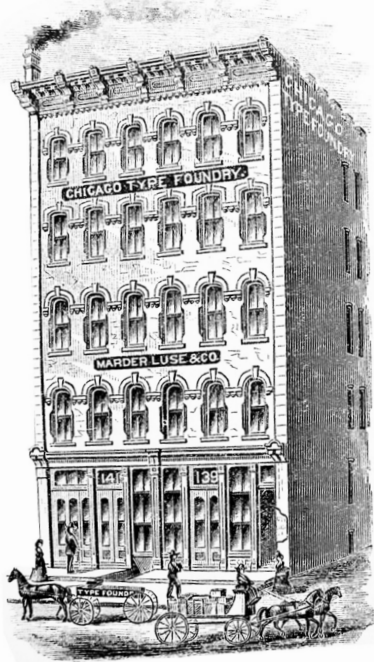


AT THE
CROSSROADS
Living Letterform Traditions



AMERICAN PRINTING
HISTORY ASSOCIATION
37TH ANNUAL CONFERENCE
OCTOBER 12TH & 13TH 2012
CHICAGO



When Carl Sandburg described Chicago as the “City of the Big Shoulders,” he was probably not referring to foundry type, but to the work ethic and industry, which made this city a center of commerce and printing.

The conference will be held at Columbia College Chicago, located a mile from Lake Michigan, near the city’s original Printer’s Row. The area, active since the 1880s in design and printing, was home to the Inland Printer magazine, the Union Type Foundry, binderies, engravers and huge printing plants built by R.R. Donnelly and Rand McNally, among others. The Chicago region was also home to the Ludlow and Vandercook Companies and designers such as Oswald Cooper, Will Bradley, Frederic W. Goudy, and Robert

Hunter Middleton. Although the printing industry is smaller, Chicago remains part of a continuing, vibrant book arts scene. Attendees will have the opportunity to sample some of Chicago’s cultural riches through walking tours and visits to sites such as the Newberry Library, which is celebrating its 125th anniversary, the University of Chicago libraries, the Joan Flasch Artists’ Book Collection at the School of the Art Institute of Chicago, and the Center for Book and Paper Arts itself.

The keynote speaker of the conference will be Rick Valicenti, an AIGA medalist and author of *Emotion as Promotion: A Book of Thirst*.

LOCATIONS

The conference and book fair will take place on the 8th floor of the Ludington Building at Columbia College Chicago, 1104 South Wabash Avenue, conveniently located near the CTA Roosevelt station.

The pre-conference event on Thursday will be at the Newberry Library at 60 West Walton Street. Printer's Row walking tours will begin on the SE corner of Dearborn and Van Buren streets.

BOOK FAIR

The APHA Inland Chapter will host a book fair from 12 to 5:00 on Friday afternoon. APHA Members and any Antiquarian Booksellers Association of America (ABAA) members are invited to reserve tables to showcase their work. Details, including table sizes and fees, will be available on the APHA website shortly. Book fair proceeds will fund the Inland Chapter Student Scholarship Fund.

REGISTRATION

Registration fees covering programs, receptions, and Saturday lunch, are \$100 for APHA members, \$150 for non-members, \$20 for APHA student members and for Columbia College students, and \$50 for other students. These fees will change after the early bird deadline. Friday night dinner is an additional \$20. Printer's Row tour groups are limited to 15 people, please register at aphaconference2012@gmail.com.

ACCOMMODATIONS

For the convenience of attendees we have secured a block of rooms at the Grant Park Best Western, which is across the street from the Ludington Building. There are also many more hotels to choose from in the area. More information about reservations are available through the APHA website.

PRE-CONFERENCE EVENTS

.....
THURSDAY
OCTOBER 11, 2012

.....
ONGOING

INDEPENDENT SITE VISITS

.....

Visit the Newberry Library,
the Joan Flasch Collection at the
School of the Art Institute, and the
University of Chicago Libraries.

*Please contact these institutions
directly to set up your appointments*

.....
6:00
**PRE-CONFERENCE
RECEPTION AT THE
NEWBERRY LIBRARY**

FEATURING
a screening of *Making Faces*
followed by a Q&A with the
film's director, Richard Kegler

AND
a viewing of *The Newberry 125*,
showcasing significant items
from the library's collection

.....

THE CONFERENCE PROGRAM

.....
FRIDAY
OCTOBER 12, 2012

.....
ONGOING

INDEPENDENT SITE VISITS

.....

Visit the Newberry Library,
the Joan Flasch Collection at the
School of the Art Institute, and the
University of Chicago Libraries.

*Please contact these institutions
directly to set up your appointments*

.....
10:00
**A WALKING TOUR OF
PRINTER'S ROW**

Given by Jackson Cavanaugh

.....
11 – 5:00
REGISTRATION & COFFEE

.....
12 – 4:00
DEMONSTRATIONS
at the Center's Print Studio

.....

12 – 5:00

**BOOK FAIR
& POP-UP MUSEUMS**

*Highlights from the Collection:
the Hamilton Wood Type and Printing
Museum, the Platen Press Museum,
and the Newberry Library*

.....

5:00

**KEYNOTE SPEAKER
RICK VALICENTI**

Talking Type: What Typography
Says About Us

.....

6:00

DINNER

.....

**SATURDAY
OCTOBER 13, 2012**

.....

9:00

REGISTRATION & COFFEE

.....

9:30

WELCOME ADDRESS

.....

9:45

PANEL ONE

David Peat

~~Just My Type~~ Just My Type:
Unusual 19th Century Types

10:15

Paul Shaw

The Roots of the Big Three:
Goudy, Cooper, Dwiggins and the
Frank Holme School of Illustration

.....

11:00

PANEL TWO

Steve Matteson

Discovering the Goudy Legacy

Mary Catherine Johnsen

Arnold Bank: Master Teacher of
Calligraphy and Letter Arts

Nancy Sharon Collins

Engraving, A Curiously American
Typographic and Printing Technology

.....

12:15

LUNCH

.....

1:15

PANEL THREE

Paul Moxon

The Early Years of Pre-Press in Chicago

Frank J. Romano

Fonts in the Hot Metal,
Phototypesetting, and Digital Era

Alastair M. Johnston

Typographical Tourists:
Tramping in Search of a Phat Take

.....

2:30

COFFEE BREAK

.....

2:45

PANEL FOUR

Russell Maret

A Flexible Matrix: Looking to
the Theuerdank of 1517 as a
Model for Digital Type Design

Phillip Weimerskirch

Patent Applications for
Type Designs

Stan Knight

New Light on Old Types

.....

4:00

COFFEE BREAK

.....

4:15

PANEL FIVE

Craig Eliason

Inventing “Ambicase” Letters

Bill Moran

Typographic Alchemy:
From Pantograph to Pixel

Tom Greensfelder

French Shop Signs:
Innovation and Eccentricity

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SUNDAY
OCTOBER 14, 2012

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9:00

**A WALKING TOUR OF
PRINTER’S ROW**

Given by Paul Gehl

.....

**GOODBYES AND
FOND FAREWELLS**

Until next year!

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CONTACT INFORMATION

April Sheridan, Program Chair
Office (312) 369-6641
asheridan@colum.edu

Students: For more information regarding possible housing options, special student events, and a students-only exhibition please contact APHA student coordinator Claire Sammons at *aphastudents2012@gmail.com*

ABOUT APHA

The American Printing History Association was founded in 1974 to further the study of printing history and related arts and skills, including calligraphy, typefounding, typography, papermaking, book-binding, illustration, and publishing. APHA supports the preservation of printing artifacts and source materials and encourages research and scholarship through its annual conference; its journal, *Printing*

History; an online Newsletter; occasional special publications; the annual J. Ben Lieberman memorial lecture; an oral history project; and a fellowship program. For more information about APHA visit: *www.printinghistory.org*

ABOUT CBPA

The Center for Book and Paper Arts is dedicated to the research, teaching, and promotion of the interdisciplinary practices that support printing, book

arts and hand papermaking as a contemporary art medium, practice, and dialogue.

The Center is part of the Interdisciplinary Arts Department at Columbia College Chicago, and in addition to housing graduate and undergraduate classes, publishes *The Journal of Artists' Books* (JAB), mounts exhibitions, hosts artists residencies, sponsors symposia and public programs, and provides advanced study through workshops.

CREDITS

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Cavanaugh using his typefaces
Alright Sans and Harriet

