

WAYZGOOSE GAZETTE

FOUNDED BY
DAVID JACOBSON &
ERNEST A. LINDNER

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AN EXTRAORDINARY 2011 AT THE

INTERNATIONAL PRINTING MUSEUM

Record Growth and Landmark Changes

BY ALYSSA ZUKAS & JOSH KORWIN

THE INTERNATIONAL PRINTING MUSEUM HAS SEEN MORE GROWTH AND CHANGE IN 2011 THAN IN ANY OTHER YEAR. FROM RECORD FUNDRAISING ON KICKSTARTER TO OUR BIGGEST PRINTERS FAIR AND DICKENS DAY YET, IT'S BEEN AN IMPRESSIVE YEAR!

SPECIAL EVENTS & EDUCATION

This year the Museum has seen tremendous growth in both attendance of our well-established events, and in the addition of several brand new events for audiences of all ages. As always, our Ben Franklin-themed events, the Independence Day Celebration in July and Constitution Day in September, have been wonderful hits, attracting record audiences. But our Franklin, the talented theatrical director Phil Soinski, has some new “tricks” up his sleeve, which he demonstrated in the dark at the debut of the new *Things That Go Bump in the Night* event in October. A masterful retelling of some classic (but certainly not cliché*) ghost stories and tales of suspense, *Things That Go Bump in the Night* was the first theatrical event at the International Printing Museum to be performed on a Saturday evening.



Ben Franklin (Phil Soinski), Thomas Jefferson (Ken Reidel), and John Hancock (Peter Small) as the Confounding Brothers during the Independence Day Celebration.

2011 has been an extraordinarily exciting and busy year at the International Printing Museum! As our wonderful docent base, the Leather Apron Guild, continues to grow and thrive, the Museum benefits from the efforts of our many talented and hard-working volunteers.

The Museum’s historical collection provided an eerie backdrop to the wonderful performance.

On Kids Krazy Krafts Day, another IPM first, the Museum had about 75 guests of all ages, lots of families and plenty of kids who left the Museum with really big smiles on their faces! During the day there were hours of fun to be had with tours, printing stations, papermaking and cartooning. Phil gets extra kudos for pushing to make this day a reality, coming up with the idea and then creating the iconic cartoon characters he drew to promote and define the day, and then making the cartooning room (located in our Theatre) such a magical place. The magic was seeing both kids and adults who never thought they could draw—like our own wood type expert Jim Thompson—drawing inventive and lively eyes, noses and mouths, combining them into fantastic cartoons that now decorate the theatre walls on the cartoon banner. Cartooning was a great new addition to the Museum repertoire of experiences, and one that we are sure to enjoy again next year.



Tim Steinmeier demonstrates the Grasshopper press at Dickens Day.

While our Dickens Day event is always a spectacular way to end the year, 2011’s Dickens Day was especially successful. After being featured prominently in *Westways* and *Los Angeles* magazines, we had so many ticket sales that we

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* cliché 1832, from French cliché, a technical word in printer’s jargon for “stereotype,” supposedly echoic of the sound of a mold striking molten metal, thus pp. of *clicher* “to click.”



Docent and printing instructor Madeleine Zygarewicz prints split-fountain posters on the Vandercook Proof Press during the 3rd Annual Los Angeles Printers Fair.



Silkscreening Boy Scouts Merit Badge Day tees

had to add a second Dickensian weekend to our calendar—and we were *still* sold out! Tickets for 2012's performances are already in high demand, so book well in advance to guarantee your spot next December!

As part of the Museum's ongoing educational efforts, we have collaborated with the Boy Scouts of America to add a series of Merit Badge Days to the Museum calendar. On four designated days of the year, Boy Scouts from around the region are invited to spend a full day at the Museum to learn the history and craft of printmaking and

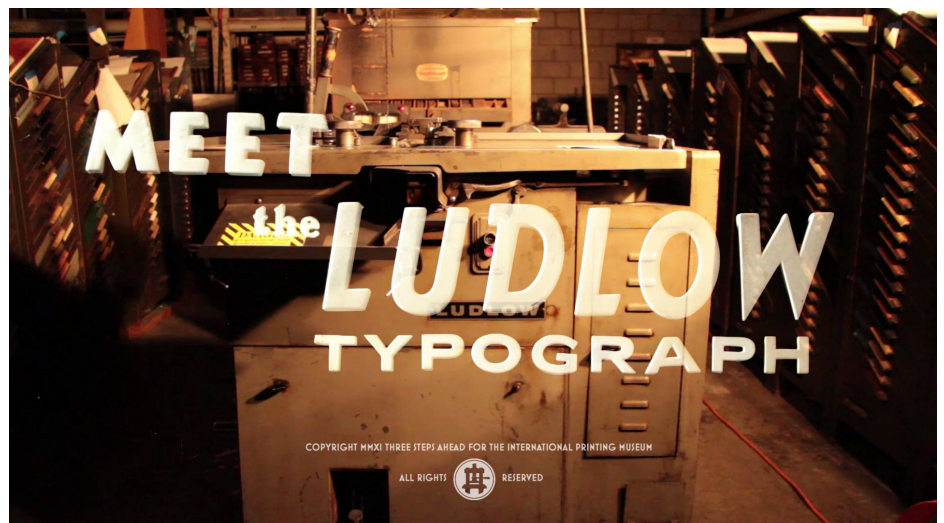
papermaking, and to earn official merit badges in the fields of Graphic Arts and Printing. The event has been overwhelmingly successful, with Boy Scouts and their troop leaders signing up many months in advance to book their spots. And thanks to our loyal volunteers, the carefully-orchestrated events have been going like clockwork, allowing up to 100 Scouts at a time to learn from our team of experienced docents.

This year's Third Annual LA Printers Fair was the biggest and best yet, with over 1,200 visitors in attendance. An amazing array of

beautiful letterpressed cards, books and unique colorful prints were on hand to purchase from the 70 vendors under the large tent in the Museum's parking lot. A recent graduate from Long Beach beamed with excitement as her mother completed the purchase of her first press from the Museum's swap meet sale. New to the Fair this year was the addition of a silkscreening station (successfully ported from our experience with the Boy Scouts Merit Badge Days), where Fair visitors could purchase t-shirts that were custom printed on demand. Also new at this year's Fair were printing demonstrations in the Museum's Book Arts Institute, where visitors could check out our 1940s Shop and pick up split-fountain posters printed on one of our Vandercook proof presses.

ONGOING ACTIVITIES

The LA Printers Fair was also the official launch of The Ludlow Project, the docent-led campaign that raised \$11,000 through the fundraising site, Kickstarter. The success of The Ludlow Project allowed the Museum to secure the acquisition of over one-hundred fonts of Ludlow Typograph matrices, significantly expanding the Museum's collection. The Ludlow Project also made it possible for the Museum to acquire a very rare set of original Ludlow punches, which were the factory's steel masters used to form the matrices that were sold to Ludlow's customers. This historic find would not have been possible without the publicity and fundraising garnered



Still from "Meet the Ludlow Typograph," the video appeal for the Museum's Ludlow Project on Kickstarter.com. Watch this and other Museum videos at youtube.com/user/PrintMuseum.



through Kickstarter.

Those who have visited the Museum in the past year may have heard the myth of The Night Shift, a secretive organization rumored to occupy the Museum after closing hours. While much has been said of their exploits, we are able to confirm the existence of the Night Shift (despite their best efforts at concealment), and we can further attest to their use of the Museum's facilities for artistic purposes ranging from one-of-a-kind posters to creative battles (known as Vandercookoffs) between artists and designers from around the Los Angeles area. The Night Shift has been the creative force behind much of the Museum's transformations over the last year, and we look forward to the many surprises they have in store for 2012.

ENTERTAINMENT RENTALS

Film and TV rentals have been on the rise as well, most notably due to automaker Dodge's decision to create a letterpress-themed advertising campaign, spanning television, print, and online media with its creative use of historical equipment. The creative team behind Dodge Ram's marketing decided to use printing equipment to tout the rough-and-tough machismo of their client's product line. Naturally they chose to use a rugged, Old West wood type treatment for their typography, and after consulting with the Museum, it was decided that they would use our facilities to shoot a letterpress segment. You may recognize the hand model operating the cutter and spreading out ink as the inimitable Mark "The Hands" Barbour, whose cameo appearance made the campaign so successful.



Mark "The Hands" Barbour poses during the shoot for the Dodge Ram commercial.

Mark was also on set, along with docent and veteran printer Armand Veronico, for the filming of the Paul Thomas Anderson film, *The Master*, starring Philip Seymour Hoffman and Joaquin Phoenix. Originally slated solely as an equipment rental, Mark and Armand ended up in period costumes and haircuts so that they could operate the imposing Miehle Vertical press on camera. Other IPM appearances this year include equipment in *J. Edgar*, *CSI: Miami*, and the upcoming Roman Coppola film *A Glimpse Inside the Mind of Charles Swan III*, which will make use of some of the Museum's typesetting and photocomposition equipment from the 1970s.

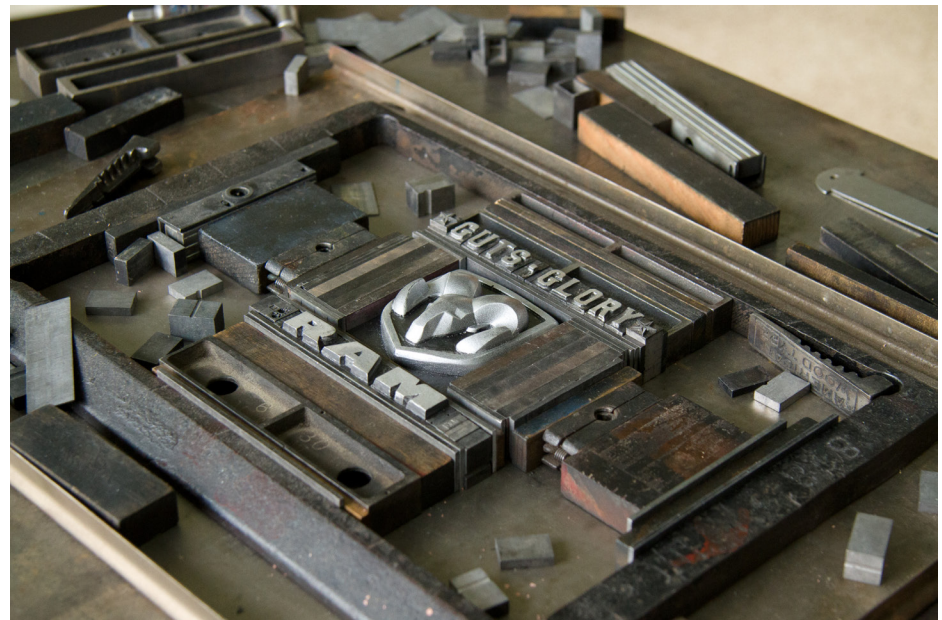


Mark Barbour and Armand Veronico on the set of *The Master* in full 1950s costume. Notice Mark's shiny new haircut!

We wish all of our supporters a happy 2012 and we thank you for your continued involvement and support of the International Printing Museum. As we continue to grow and expand our programs, our collection, and our community, we are grateful to have you along for the ride. ●



Ludlow punches acquired after the success of the Ludlow Project fundraising campaign.



The Dodge Ram "lockup," which was built using a combination of real letterpress printing equipment and custom props, is shown at the end of every commercial in the campaign.



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