



## MARCH MADNESS

# LINOTYPE: THE FILM

## AT THE PRINTING MUSEUM

*Museum hosts Los Angeles premiere of Doug Wilson's film*

BY WALT RATCLIFF & DAVID TUCKER

THE INTERNATIONAL PRINTING MUSEUM, HELD ITS OWN VERSION OF MARCH MADNESS ON SATURDAY, MARCH 17<sup>TH</sup>. IT WAS THE LOS ANGELES PREMIERE OF THE DOCUMENTARY FILM BY DOUG WILSON ENTITLED *LINOTYPE: THE FILM*.

Doug Wilson's *Linotype: The Film* is a wonderful look at what has been called the "Eighth Wonder of the World" and an insightful look at the men and women who plied this trade commercially from the 1890s up until 1978. There were many emotional moments in the film, interviews with former Linotype operators including one 96-year old, slow to walk but whose fingers still flew across the keyboard. But it didn't stop with the old operators as younger, enthusiastic operators were shown working their Linotypes to create slugs of type.

Originally scheduled for only two showings, a third showing of *Linotype: The Film* was held due to the high interest in the documentary. After viewing the film, guests had the extraordinary opportunity to watch the old Linotype machines in action and to have slugs cast with their names on them. Using some of the Museum's vintage presses they were also able to print out keepsakes with their names and a choice of images or "cuts." The crowd really got into the whole process, ink was flying, and printed pages were held up as each work was proudly displayed by their owners.

This is just another of the great programs that the International Printing Museum produces during the year.

Thanks to the great crew of Museum docents and staff for another successful event telling the history of printing!

### DAVID TUCKER ON CURATING THE LINOTYPE EXHIBIT

I first became aware of *Linotype: The Film* through Kickstarter where I helped to fund and consequently promote the fundraiser. I had a huge amount of respect for what Doug Wilson, Brandon Goodwin and Jess Heugel were doing and began following their work. My admiration for the project led me to keep close tabs on their progress and when Doug began looking for venues to screen the film I was anxious to help bring the screening to Los Angeles. Through discussions with Mark Barbour, Director of the International Printing Museum, and Doug Wilson, it was concluded that the best way to create a unique and inspiring event would be to hold the screening at the Museum, in conjunction with the museum's operating Linotype machines and an exhibit of Linotype memorabilia.

A typical trip to the Museum introduces the visitor to the Linotype where they can see the machine in operation, but the artifacts that tell the whole story of the Linotype and its impact on the world largely remain unseen. The Linotype



*Museum docent Luis Garcia, age 84, still setting Linotype after five decades.*

was more than just a machine, it was a revolution in the way we could produce printed material at speeds which were heretofore impossible.

What people often don't get to see are the by-products of the Linotype.

The exhibit was split into three main categories: operations, promotional material and specimens. The physical artifacts that the Linotype has left behind mean different things to different people and should be enjoyed and appreciated as such.

For the engineers, there were operators' manuals, repair manuals and parts catalogs which are all beautifully illustrated with extremely detailed mechanical drawings.

Those with an interest in advertising saw how the company promoted their machines

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Rare and early Linotype books, catalogs, magazines and various ephemera for the special exhibit were pulled from the Museum's large Research Library.

and how the brand, identity and the message changed, or didn't change, through the 20<sup>th</sup> century. Graphic designers and typographers enjoyed goliath textbooks of type specimens, ornamentation and borders as well as single books crafted to show off an individual typeface. The typefaces in the Linotype type library are the artwork of some of the most famous typeface designers of the 20<sup>th</sup> century.

The International Printing Museum has never been a "look, don't touch" kind of museum. Although some of the material on display was simply too delicate to allow people to thumb through, we were able to have a large amount of the artifacts out on browsing tables or available for careful supervised viewing. For those with a penchant for handling, the exhibit had less rare books to look through, a Linotype practice keyboard that guests could type on, as well as many small pieces and parts of the machine to pick up and take a closer look at.

From the first newspaper set using a Linotype in 1884 through California's last paper set on a Linotype in 2003, the Mergenthaler Linotype Company left behind a vast vernacular of ephemera. While it would be nearly impossible to display everything the company has left behind, the Linotype exhibit gave the viewer concise information and displayed many of the company's pivotal changes in its mechanics, design and business. ●

## DOCENT SPOTLIGHT

*David Tucker*

David Tucker grew up on the press room floors of his family's printing company, Polychrome Press in Rochester, New York. He is the great grandson of a typesetter, nephew to a graphic artist, billboard painter, and assistant director to the Memorial Art Gallery and was immersed in printing, design and the arts. With Letraset, Pantone books, and giant color charts in his midst; with four-color Heidelberg Presses as his jungle gym it's no mystery where his interests sparked.

David attended School of the Arts High School where he studied visual arts; picking up intaglio and block printing as well as drawing, painting, sculpture, set and exhibit design. This spawned an interest in Photo-shop and Illustrator. David studied a variety



*David Tucker—wet plate print*

of courses in college including: computers, photography, art history and philosophy at Monroe College and RIT before moving to Los Angeles and completing his Bachelors degree in Graphic Design at the California Design College, Art Institute in Hollywood, CA.

# KIDS KRAZY KRAFTS DAY

*Fun for all ages*

Kids Krazy Krafts Day this year drew a crowd of nearly 150 people with kids of all ages in attendance. Even some “youthful” adults and grandparents were seen folding paper, watching various demonstrations and printing. Kids from toddlers to teens were flitting from exhibit and event like bees in a hive, doing calligraphy, drawing cartoons, making paper, shaping origami, paper marbling and printing on antique presses. Silkscreening T-shirts was also a big hit among the energetic guests.

Once again the International Printing Museum has demonstrated its ability to provide educational entertainment across the spectrum of age and ability.

These events tell part of the story of printing and its role in the lives of people, as well as how engaging the world of graphic arts is.

Thanks to all the volunteers for making this another wonderful experience for patrons of the Museum. Without their help and time none of this would be possible. If you missed the event, be sure to get on the Printing Museum’s mail list through our website.

Our next exciting public event will be the Museum’s annual Independence Day Celebration on Saturday and Sunday, June 30<sup>th</sup> and July 1<sup>st</sup>.

[www.printmuseum.org/independenceday](http://www.printmuseum.org/independenceday)



*Kids Krazy Krafts Day, every April, is not just for kids! Museum visitors of all ages had a great time printing, paper making, creating origami, paper marbling, and cartooning.*



# MERIT BADGE DAY

## *500 Scouts Achieve Graphic Arts, Pulp & Paper Merit Badges at Museum*

In February and April, Boy Scouts from many troops attended Merit Badge Day at the International Printing Museum to attain their Graphic Arts and Pulp & Paper Merit Badges. Our most recent Merit Badge Day on April 28<sup>th</sup> hosted 93 scouts, plus parents and troop leaders, all working hard to ensure that these young men would gain their coveted merit badges.

The International Printing Museum hosts Merit Badge Day events several times a year in order to help the scouts earn their merit badges. It is, of course, more than just an opportunity to acquire a merit badge—it's a chance to learn the fundamentals of printing and graphics, which play a pivotal role in the world in which we all live.

The scouts are divided into eight teams, each lead by a team leader. The team leaders shepherd the scouts from station to station on a rigorous time schedule. Each station teaches the boys or allows them to participate in the function of that portion of the overall event.

The stations cover the following subjects: careers in printing and graphics, printing processes, paper making, paper history, relief printing, offset printing and bindery, screen printing, and tour of the Museum's presses and history.

It was a wonderful experience for all, scouts, parents, and museum staff and docents, made possible by the wonderful cooperation of troop leaders and parents who acted as the team leaders. Without their help it would have been chaos, but as always they made the day run smoothly.

The next Boy Scout Merit Badge Days will be held on August 25<sup>th</sup> and October 20<sup>th</sup>.

[www.printmuseum.org/meritbadge](http://www.printmuseum.org/meritbadge)



*Throughout the day, Scouts participate in hands on activities combined with technical presentations by industry professionals and volunteers. They learn how to make pulp and paper, run an offset press, make a book, and screen print their own shirt.*



*Each Boy Scout Merit Badge Day at the Museum hosts up to 100 eager scouts, excited to learn about the printing and paper industries. Many have responded that the Museum's MBD is the best they have ever attended!*



# INDEPENDENCE DAY CELEBRATION AT THE PRINTING MUSEUM



**JUNE 30 &  
JULY 1, 2012**

**SATURDAY & SUNDAY  
10AM-4PM**

## **ALL DAY ON-GOING ACTIVITIES:**

*Admission is \$12/person; \$40/family(up to 4)*

*Special tours in the Museum galleries.  
Print your own copy of the Declaration of  
Independence on Franklin's colonial press!  
Print your own "bagatelle" in a French Garden!*

*Your admission includes all activities and lunch  
of a Freedom Dog, American Apple Pie and Ben  
Franklin's Colonial Punch in Madame Brillion's  
French Garden de Liberte!*

## **THE CONFOUNDING BROTHERS:**

### *A Meetin' of the Minds*

**BENJAMIN FRANKLIN, THOMAS JEFFERSON AND JOHN ADAMS**

lightheartedly examine the causes of this day of freedom.

**11:00 am & 1:00 pm performances in the Museum's Theater**

*(this play is suitable for 10 and up only; while on-going gallery activities for the whole family)*

*Due to limited seating in the theater reservations are needed for all performances*

**THE INTERNATIONAL PRINTING MUSEUM 315 Torrance Blvd., Carson, CA 90745**  
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## CHALLENGES & OPPORTUNITIES

# *Future* **FUTURE UNLIMITED** *Future*

*Notes from the Museum Director*

BY MARK BARBOUR

Challenges, changes and opportunities would be an accurate description for the Printing Museum in 2012. We began the year with the formal eviction of one of the tenants on the Museum property, the tenant who had shared the front building where the Museum's main gallery is located. This tenant had been leasing space from the Museum for over 10 years. Unfortunately, he used a fraudulent government contract to extend his lease during this past year and when it became clear he was unable and unwilling to pay his lease, the Museum's board proceeded with the difficult eviction process. The good news is that, as of January, the tenant is off of the property and the Museum now has a vacant 4,500 square foot unit. The bad news, however, is that the unit has suffered major damage and the Museum endures a heavy financial loss from the uncollectable rent and attorney's fees.

But as I see it, after a visit to a lemon orchard you are left with a choice to bemoan sour fruit

or rise up and make lemonade. Pondering our situation and the challenges this problem has created for us, we have decided to interpret this as an opportunity to expand and strengthen the International Printing Museum. We have decided to make a beverage out of our bushel of lemons—albeit more like Mike's Hard Lemonade, given the financial challenges we have!

The Museum's Board had already planned for an expansion campaign to coincide with the Printing Museum's 25<sup>th</sup> Anniversary in the fall of 2013. Leasing out this space in our front building would tie up the property for many years, rendering our expansion plans moot. But we desperately need to replace the lost rental income. That has forced us to consider expanding a little earlier than planned. We have an opportunity to improve the Museum's exhibits and displays and create new, updated programs that can help the Museum generate additional revenue.

Exciting possibilities all around! You will be

hearing about very specific details of these plans this summer, along with the need we have for support from our friends, volunteers and donors to bring the plans into reality. But here is a sneak-peek of our plans.

With the growth of our signature events and celebrations, the Museum is regularly at full capacity, limiting the number of people who can attend. In the new space, we will be building a larger theatre that will seat 130 people. This will allow us to increase the attendance of our popular events, including Dickens Day, Independence Day Celebration, LA Printers Fair, as well as larger school tours during the week.

Our expansion into the new unit will double the Museum's public space and allow us to develop exhibits and programs in areas we have not explored yet. We will be developing two new curriculum-based tours for schools. Our current main gallery tour with the Franklin show is very strong with 5<sup>th</sup> grade audiences because of the colonial

material, but we can tap into the 4<sup>th</sup> grade (state history) and the 6<sup>th</sup> grade (ancient world history) using the Museum's broad collection as a springboard into those curriculums.

To reach 4<sup>th</sup> grade students, we will be creating a California History Tour using the printing press as the backbone of the presentation. The Mexican Governor of California, Augustin Zamorano, introduced printing in 1833; he used a wooden Ramage Hand Press (we have one of these rare presses in our collection). That same press was used in Monterey to print the first newspaper, then was the first press to announce the discovery of gold, and was the first press in several gold mining towns. We also have the first press used to print the Los Angeles Daily Times in 1881 that will help us to walk through California history from the perspective of the newspaper. In addition, color stone lithographic printing was used to create colorful promotional material, bringing thousands of people to the state; colorful fruit crate labels and the rise of the citrus industry fueled California's economic growth and development.

For 6<sup>th</sup> graders, we will be able to explore ancient civilizations through the development of the book and written communication, from Babylonian clay tablets and Egyptian papyrus scrolls, to Roman parchment and the codex book form, the Chinese invention of paper and printing, the development of the alphabet from cave drawings to the Trajan Column, from scribes writing manuscripts to Gutenberg's printing press.

After the new theatre is built, the existing Museum Theatre will be converted to a Rotating Exhibit Gallery and Reading Room to highlight the riches of the Museum's collections, graphics and many amazing books found in our Research Library. With this rotating gallery we will be able to have special presentations, events and lectures throughout the year, attracting scholarly and artistic audiences to enjoy the Printing Museum.

The Museum's Book Arts Institute will be enlarged in the rear building, allowing for more organized and larger classes on printing processes. The printing capacity of our 1940s shop will be increased to allow the docents and printers to produce more keepsakes and books from the Printing Museum. The Research Library, currently at full capacity in a small room, will be brought up to the front building and enlarged to allow for proper cataloging and access.

It is our vision to develop the Printing Museum as a central Southern California hub for printing history, book arts and printing processes, with a community of artisans, designers, scholars and

aficionados swirling around the facility.

Finally, we will be creating "The House of Gutenberg Marketplace" that will be focused on selling Museum-created keepsakes, letterpress prints and posters, and T-shirts. In addition, we will be selling surplus artifacts, tools, presses and printer's supplies found in the Museum's extensive warehouse. The revenue from these sales



*Besides his failure to pay a significant sum of rent during the year, the evicted tenant left the property with major damage and severe odor problems. All of the absorbent material, including drywall and ceiling tiles, have to be removed and the entire unit treated and sealed before the space can be developed for the Museum's new exhibits.*

will support the Printing Museum's growing educational programs at all levels.

"Future Unlimited" is the motto of the City of Carson where the Museum is located, a fitting motto for the International Printing Museum where our future is very much unlimited. As great as the Museum is now, with its broad base of pro-

grams, school tours, classes and public events, we haven't even begun to exhaust our potential and the possibilities. The Museum's collection is so large and extensive that a fleet of ten semi-trailers remain in storage, not to mention significant collections of material that we have yet to acquire but will be available to us in the next decade or two. We keep exploring unique ways to interpret our collection and resources for the general public, making their experiences at the Museum very engaging and dynamic.

All of these opportunities are very exciting as we contemplate the potential growth of the Printing Museum and continue to establish the Museum as one of the best, most dynamic and interactive museum's in Southern California. Our future is only limited by the financial needs to make all of this happen. This marks the beginning of an improvement and expansion campaign over the next two years as we move toward the International Printing Museum's 25<sup>th</sup> Anniversary Celebration. The Anniversary Campaign will have two parts. In 2012, our objective will be to raise the initial funds needed to recover from the loss of the tenant, rehabilitate the vacant unit from the destruction caused by the tenant, and the initial funds needed to start the improvement of the facility. This will be our "Make-Ready Campaign" to raise the \$150,000 that is required immediately. The Make-Ready Campaign will be followed by the full "Press Run Campaign" to raise the larger sums necessary for the full expansion of the Printing Museum and help to establish the Printing Museum as a permanent cultural destination in Southern California.

Please start to consider how you can participate in our lemonade-making session this year as we gear up for these ambitious plans! Simple printer's math means we will need 100 donors contributing \$1,000 this year; we will have some who can contribute more, others less, but hopefully all of our supporters will be inspired to contribute at some level. You can count me in personally for a few barrels!

In the middle of all of these changes on the property, the Museum's full slate of programs and activities continue, thanks to the dedicated help of our wonderful Leather Apron Docent Guild: the LA Printers Fair, Dickens Day, Independence Day Celebration, Kids Crazy Krafts Day, Merit Badge Days, Book Arts Classes and more. Plan to visit and visit often to enjoy the excitement and energy at the Printing Museum. ●



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