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SATURDAY | 2011
OCTOBER 01

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3RD ANNUAL



LOS ANGELES
PRINTERS
FAIR

A CELEBRATION
of

PAPER

and
PRINT

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

COME ONE!
Come All!



THE 3RD ANNUAL LOS ANGELES PRINTERS FAIR AT THE INTERNATIONAL PRINTING MUSEUM IS HERE! With the backdrop of the Lindner Collection of Antique Printing Machines, what a great celebration for the growing arts of letterpress printing, paper and the book arts. Nationally, we have seen a continued growth in the interest in letterpress printing, a printing process that creates a tactile, visual and artistic connection to the viewer. As you visit the Printers Fair vendors, you will experience an exciting range of skilled artisans who are using traditional printing processes in very creative and inventive ways. The book arts are a feast for both the eyes and the hands, combined qualities that engage people and demonstrate the Power of Print.

As part of the mission of the International Printing Museum, the Los Angeles Printers Fair is intended to bring together and build a community of craftsmen, enthusiasts and dedicated artists who bring life to the amazing heritage of printing. That heritage is found in the machines, tools, type and artifacts throughout the Printing Museum as well as the craftsmen and artists you are meeting today. It is our hope that you will join this growing community and enjoy this renaissance of printing and the graphic arts, and participate in the Printing Museum's programs, classes and activities throughout the year.

I want to especially encourage you to participate in the Museum's Book Arts Guild that meets monthly with presentations and demonstrations similar to what you are experiencing today (open to all). Visit the Printing Museum's website regularly for updates or make sure you are on our mailing list to stay informed.

Many thanks go to our major sponsor, the Printing Industries Association, Inc. of Southern California. PIASC remains committed to providing support and education for the printing industry in all of its facets and educating the public about the Power of Print. As letterpress printers and book artists, we certainly experience the Power of Print!

Again this year, the Los Angeles Printers Fair has come together so successfully under the inspiring and passionate leadership of Rachelle Chuang, Volunteer Fair Coordinator. And, much appreciation goes to Gina Pirtle of Simpson Pirtle Design, who spent so many creative hours designing this year's Show Guide for the Fair. Thank you to Rachelle and to all the dedicated volunteers; as a team you have made the Los Angeles Printers Fair the largest event of its kind in the west.

Regards,

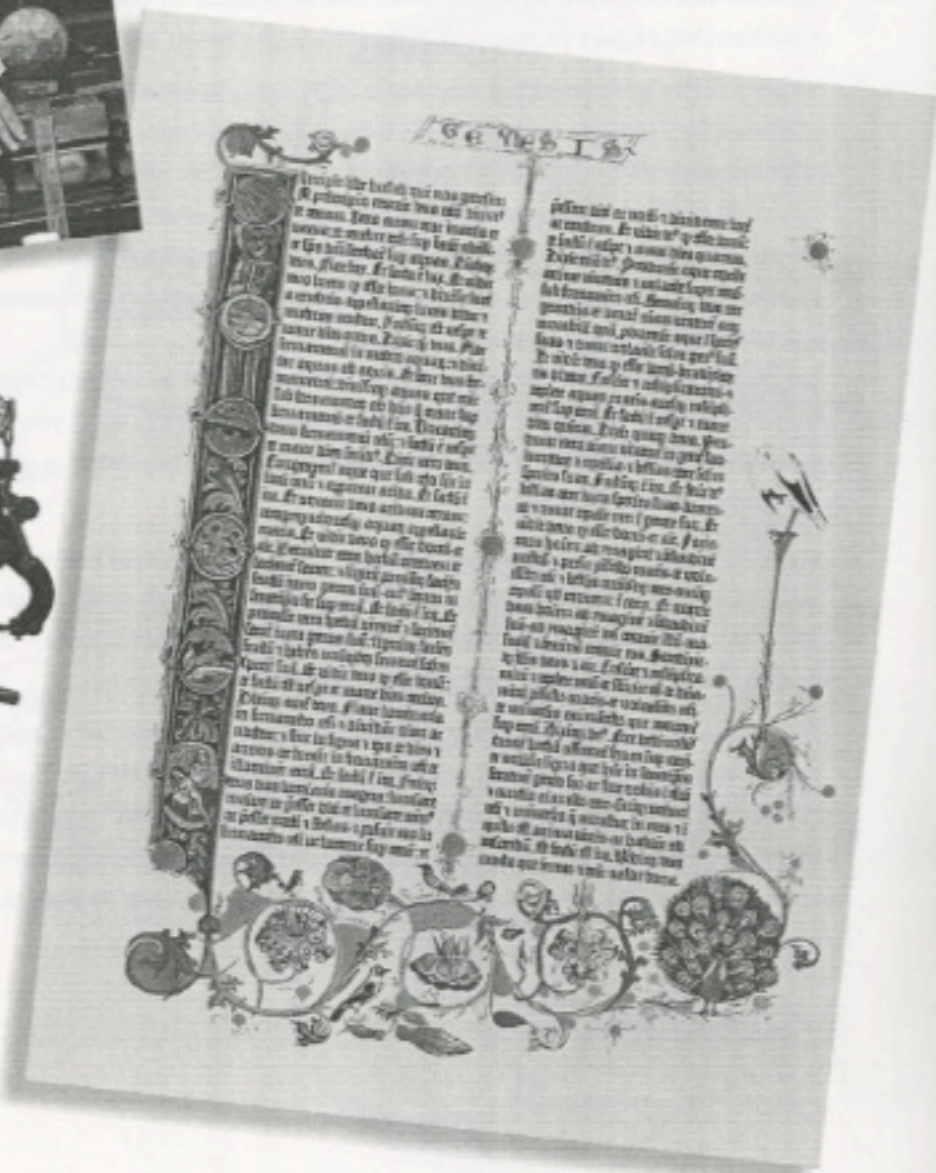
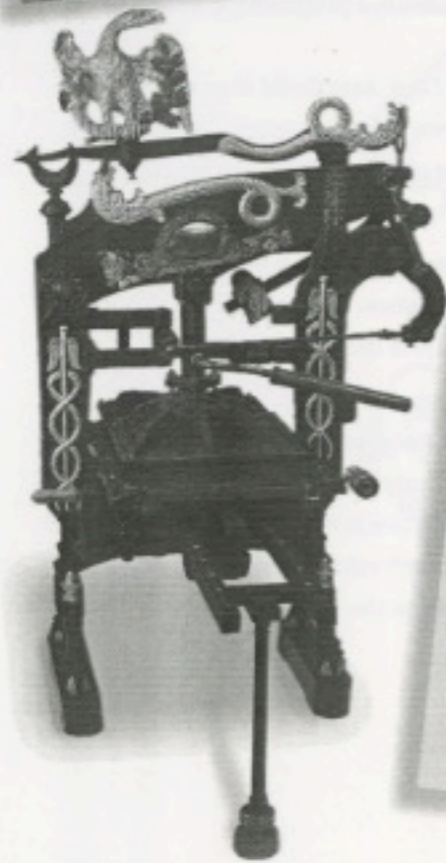
Mark Barbour
Executive Director and Curator



FEATURING the **WORLD FAMOUS LINDNER COLLECTION**



The International Printing Museum is a dynamic working experience of mankind's greatest invention, **THE PRINTED WORD.**



Be Impressed

EXPERIENCE THE INTERNATIONAL PRINTING MUSEUM'S COLLECTIONS AND BE INSPIRED THROUGH WORKING TOURS FROM PRINTING A BIBLE PAGE ON GUTENBERG'S PRESS TO POOR RICHARD'S ALMANACK ON BEN FRANKLIN'S COLONIAL PRESS.

The Museum's galleries are filled with the machines and tools of the graphic arts industry from historic Chinese printing blocks to the cast-iron newspaper presses of the 19th century.

Marvel at the clattering sounds of the 1890 Linotype that changed the world and enjoy the stories of Ben Franklin and how books and printing shaped his life.

THE MUSEUM OFFERS MANY FUN, INTERACTIVE and EDUCATIONAL TOURS

- ▶ The Ben Franklin Gallery Tour
- ▶ The Constitutional Convention Tour
- ▶ Ben Franklin's Traveling Colonial Assembly
- ▶ The Book Arts Tour

The Museum's educational programs for schools and groups can be scheduled throughout the year by calling 310-515-7166 or emailing mail@printmuseum.org.

For more detailed information about our programs, visit our website at www.printmuseum.org.

The International Printing Museum is open to the public:

SATURDAYS

10 am to 4 pm

MONDAY thru FRIDAY

By Appointment





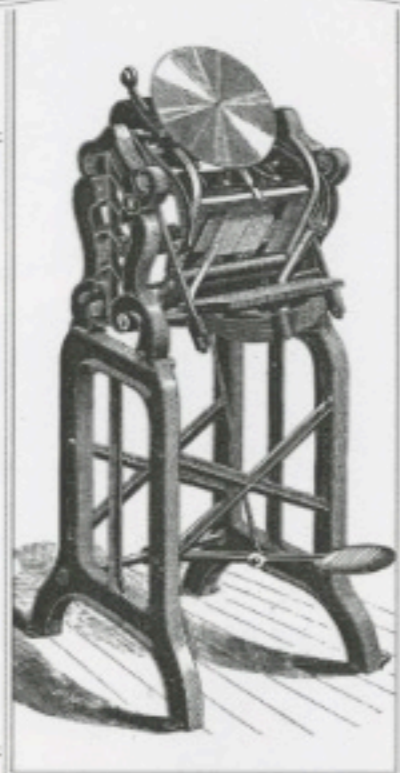
GREATLY NEEDS YOUR

SUPPORT

IT HOUSES ONE OF THE
WORLD'S LARGEST
WORKING
COLLECTIONS
OF
ANTIQUE PRINTING
MACHINERY.
UTILIZING ITS RESOURCES FOR
EDUCATION.

DONATE ONLINE THROUGH PAYPAL AT
PRINTMUSEUM.ORG
OR, SEND A DONATION TO
The Printing Museum,
315 W. Torrance Blvd.,
CARSON
California 90745.

Become a member even if just at the Basic level, and not only will you sustain the Museum's vital mission, but you will also receive our newsletter, special Museum keepalikes, discounts and members-only invitations to Museum events.



THROUGH ITS EDUCATIONAL TOURS,
- THE -
MUSEUM OF WHEELS
PROGRAM, CLASSES IN THE MUSEUM'S
BOOK ARTS INSTITUTE.
SPECIAL EVENTS & PRESENTATIONS,
THE MUSEUM REACHES MORE THAN
25,000
STUDENTS AND GUESTS ANNUALLY.

LEVELS & PRICES OF MUSEUM DONATION.

Basic Annual Membership ... \$50 per year
Annual Sustaining Friend ... \$100 per year
Annual Sustaining Friend ... \$250 per year
Lifetime Friend ... \$500
Franklin Fellow ... \$1,000

More details are available online, at
www.printmuseum.org/support/donate

HELP CONTRIBUTE TO THE CONTINUED SUCCESS OF THE MUSEUM WITH YOUR TAX-DEDUCTIBLE DONATION

BECOME A FRIEND

THE CONTINUED SUCCESS of the PRINTING MUSEUM's work is dependent upon the GENEROUS ANNUAL SUPPORT of its many Friends.

The Printing Museum partially operates with income from its educational and institutional activities, such as admission fees. But fully two-thirds of its budget annually is funded by generous donations from individual and corporate donors from around the country and world. Most of our donors give between \$50 and \$500 annually. Only through our donor base can we meet our ongoing financial needs and keep the Museum's activities growing. We call on every supporter of printing history and the book arts to participate in making the International Printing Museum a permanent reality and help us carry out our mission of

EDUCATION THROUGH PRESERVATION

WWW.PRINTMUSEUM.ORG/SUPPORT/DONATE

DESIGN: HEART, JOHN BARNES, TONCE STOFF, 2010



ACTIVITIES

MAIN MUSEUM

- ▶ Ongoing Demonstrations and Tours
- ▶ Wood Type Exhibit

BOOK ARTS INSTITUTE

- ▶ Vandercook Printing Demonstrations
- ▶ Type Gallery Exhibition: ABC Animals by Anne Chapman
- ▶ Linotype Typesetting and Letterpress Demonstrations

EQUIPMENT SALES

- ▶ Opportunity to acquire presses, cutters and supplies at the Museum Surplus Sale

RAFFLE

- ▶ Purchase raffle tickets to support the Museum and possibly win one of many keepsake prizes

VENDOR AREAS

- A** Heritage Theater, Main Museum Building
- B** Main Tent
- C** Equipment Sales

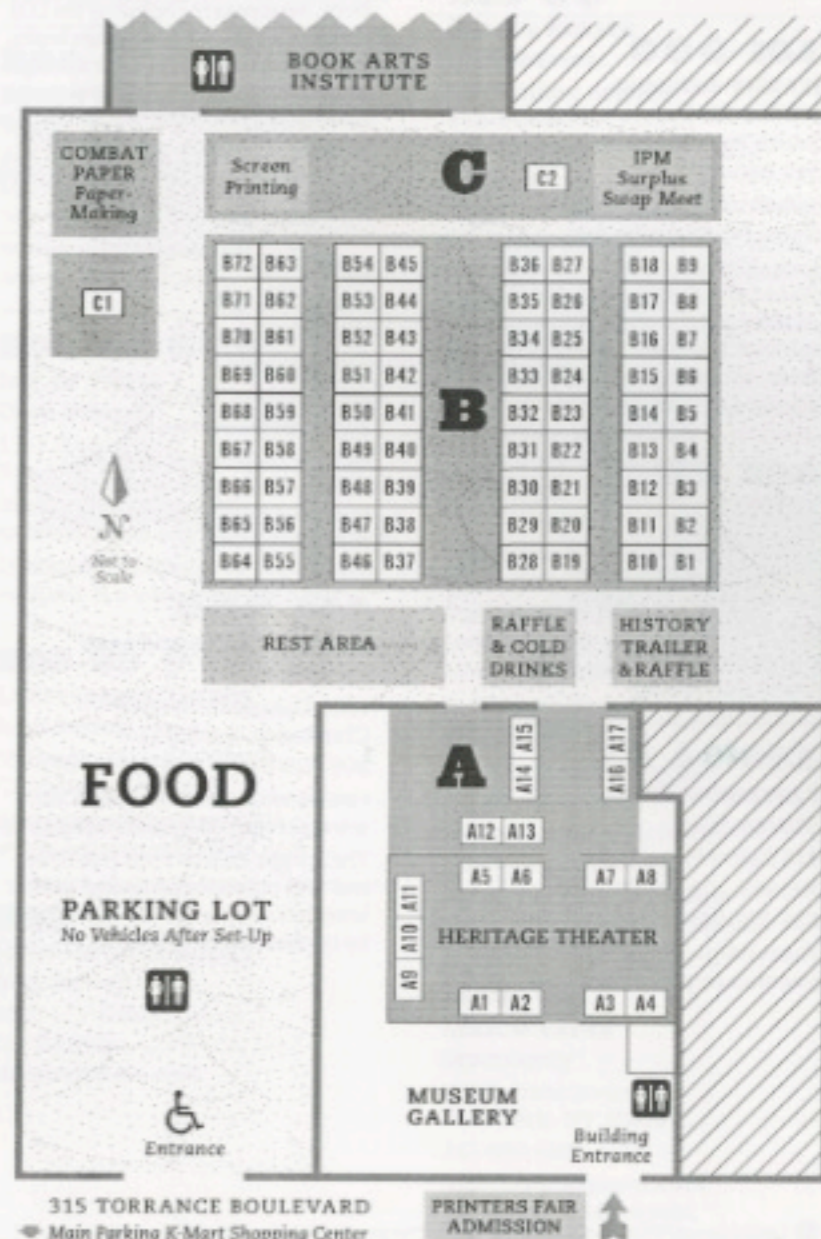
A Celebration of Paper & Print

Saturday, Oct 1 | 9 am - 5 pm

Sponsored by

N AND
NEENAH PAPER

PIASC
Printing Industries Association, Inc. of Southern California





A01 ③③③

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South Pasadena, CA 91031
213-280-6997
info@rendijstudio.com
www.rendijstudio.com

Each edition is created by hand in our Silver Lake, California studio. Drawing on the natural world and numerous spiritual traditions, our line of calendars, cards, and prints seek to enhance the interior and awaken the heart.

A02 ①①

TISELLE
Tianyi Wang
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Los Angeles, CA 90039
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tianyit@tisele.com
www.tisele.com

A03-04 ①①

PAPERMUM PRESS
Sharon Shin
414 Rolyn Place
Arcadia, CA 91007
626-375-9685
sharon@papermumpress.com
papermumpress.com

A05/A06 ①①

JOIE STUDIO DESIGN & LETTERPRESS
Tina Pham
PO Box 2574
Pasadena, CA 91102
626-628-9697
shop@joiestudio.com
www.joiestudio.com
Joie Studio is a boutique design and letterpress studio in Pasadena, California. With letterpress invitations and products featured on major design blogs, newspapers (including the LOS ANGELES TIMES), and design books, Joie Studio is dedicated to producing gorgeously printed custom and ready-made letterpress paper goods. All of our letterpress products are produced on our 1909 Golding Pearl Improved or our 1936 Vandercook 4 Old Style.

A07 ①

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Jill Kleinhans
323-449-1828
jillolives@yahoo.com
www.jillkleinhans.com

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A08 ⑤⑦⑧

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twohandspress@earthlink.net
www.scrippscollege.edu/campus/press
The Scripps College Press publishes and sells collaborative limited edition letterpress books created and developed by students at the Press.

A09 ①②③⑤⑦

BIELER PRESS
Gerald Lange
4216 1/4 Glencoe Avenue
Marina Del Rey, CA 90292
310-821-8269
Bieler@att.net
BielerPress.blogspot.com
The Bieler Press was founded in 1975 by Gerald Lange.

A10 ③①

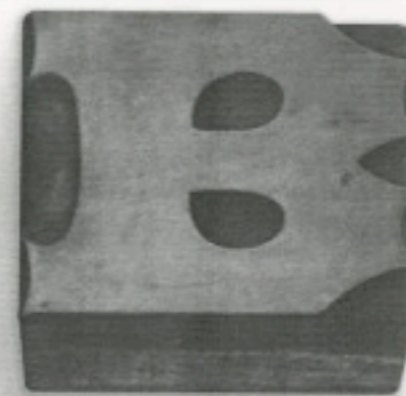
PIE IN THE SKY PRESS
Rebecca Chamlee
6785 Cowboy Street
Simi Valley, CA 93063
805-584-2227 • 805-479-4665
pieintheskypress@mac.com
pieintheskypress.blogspot.com
Rebecca Chamlee is a book artist, graphic designer, letterpress printer and bookbinder who operates Pie In The Sky Press, a private press in southern California that specializes in letterpress printed limited edition hand bound artist books and ephemera.

A11 ①①

OTIS LAB PRESS
Linda Dare
9045 Lincoln Boulevard
Los Angeles, CA 90045
310-665-6850
labpress@otis.edu
www.otis.edu/labpress
The BFA program of Otis College of Art and Design offers Letterpress and Bookbinding classes and the Continuing Education Program has Introductory, Digital and Advanced Letterpress classes throughout the year.

A12 ①

KRANK PRESS
Elinor Nissley
1475 1/2 Silver Lake Boulevard
Los Angeles, CA 90026
krankpress@gmail.com
krankpress.blogspot.com



A13 ①

HIROMI PAPER
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orders@hiromipaper.com
www.hiromipaper.com

A14 ①

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323-583-9085 • 323-816-7067
info@aandgengraving.com
www.aandgengraving.com

A15 ①①

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1150 J Street Unit 109
San Diego, CA 92101
619-940-4118
info@bonvivantpress.com
www.bonvivantpress.com
Bon Vivant Press is a small letterpress studio based out of San Diego that specializes in custom wedding invitations, social stationery and greeting cards.

A16 ②⑥

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A17 ①②⑥⑦

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B04 ①

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www.byungink.com

B06 ①②③④⑦

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San Jose, CA 95110
ink@orchidesign.com
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B08-09 ②

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letterpressthing@aol.com
www.letterpressthings.com

B10 ①

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Los Angeles, CA 90016-5207
jnhowell@me.com

B12 ①③④⑤

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hello@colpypress.com
colpypress.com
Colpa is a publishing company based out of San Francisco that specializes in hand-made art books and collectible cards.

B13 ③①

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B14 ①

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www.thepanoramapress.com
Our letterpress printed stationery, wedding invites and artwork is inspired by vintage design and modern simplicity.

B17-18 ②

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B19 ①

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www.legionpaper.com

B22-B24 ①

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B25 ①②③④⑦

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Julie Kreitzer
852 Metcalf Street
Escondido, CA 92025
760-741-1508
julie@yesterdaysbest.com
www.yesterdaysbest.com

B27 ③

SWEET CLEMENTINES
Layne Eiler
135 E Holly Street #207
Pasadena, CA 91103
714-296-0091
sweetclementines@gmail.com

B28 ①

HAWKGERBER INK
Scott & Jennifer Weisgerber
34 Passafiora Lane
Ladera Ranch, CA 92694
949-218-8762
scott@scottycwcreates.com
www.hawkerberink.com

B29 ①

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fugufugupress@gmail.com
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We design and print letterpress greeting cards on recycled paper using soy ink in Pasadena, CA!

B30 ⑤⑦⑧

SAN DIEGO BOOK ARTS
Gary Miller
PO Box 90562
San Diego, CA 92169
info@sandiegobookarts.com
www.sandiegobookarts.org
San Diego Book Arts is a non-profit organization whose mission is to serve as an educational and creative resource for the community and to advance the book as a vital contemporary art form.

B31 ④

FRAULEIN DESIGN
Stacy Messerschmidt
949-278-9276
Stacy@frauleindesign.com
www.frauleindesign.com

B32 ①③④⑤

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Daniel Gonzalez
323-217-2144
danny@printgonzalez.com
www.printgonzalez.com
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B33 ③

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San Marcos, CA 92069
800-752-5003
eva@astropaper.com
www.astropaper.com

B34 ③⑤

MOLOCH COTTAGE INDUSTRIES
Christopher Sperandeo
PO Box 2629
Pasadena, CA 91102
323-717-8409
info@molochcottage.com
www.molochcottage.com
Moloch Cottage Industries exists to produce fine works of writing, art, and ephemera that conspire to evoke mystery and high humanity in their experience.

B35 ①

JUST VANDY
Heather & Larry Mitchell
22618 Kathryn Avenue
Torrance, CA 90505
310-408-4204
info@justvandy.com
www.justvandy.com
Just Vandy is a letterpress studio dedicated to both the environment and the making of beautiful products. The letterpress studio is located in Torrance, CA and is owned and operated by the husband and wife team, Larry and Heather Mitchell. All letterpress cards and prints are printed on a Vandercook No. 4, "Vandy", flatbed cylinder press.

B36 ①

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Hayward, CA 94545
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hotmetal@amanopress.com
www.amanopress.com

B37 ①⑥

ANEMONE PRESS
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hello@anemoneletterpress.com
www.anemoneletterpress.com
Fresh and modern paper goods from Southern California.

B38 ⑤⑦⑧

GUILD OF BOOKWORKERS
Marlyn Bonaventure
mbonaventure@socal.rr.com
gbwcaliforniachapter.wordpress.com
www.printinghistory.org/chapters/southern-california.php
Under the support of the national Guild of Book Workers, The California Chapter forms an association of people involved in many different aspects of the book arts.

B39 ①③⑤

MAGINATING LETTERPRESS + DESIGN
Brad Woods
12040 Laurel Terrace Drive
Studio City, CA 91604
818-505-3095
maginating@hotmail.com
www.maginating.com
Maginating is a Los Angeles based letterpress and design company founded by film and television animator Brad Woods.

B40 ①③④⑤⑦⑧

POLI MARICHAL
323-877-1767
polimarichal@earthlink.net
www.polimarichal.com
Poli Marichal Studio specializes in fine art woodcuts, linocuts, collagraphs, drypoints, etchings and mixed media prints as well as limited edition, commissioned letterpress and graphic design services.

B41 ①④⑥⑦

CLEMENTINE PRESS
Richenda Brim
Los Angeles, CA 90005
richenda@clementinepress.com
www.clementinepress.com
Clementine Press is a one-woman letterpress and bookbinding studio in Los Angeles offering limited edition prints, small-batch greeting cards, and bookbinding classes.

B42 ⑤⑦⑧

AMERICAN PRINTING HISTORY ASSOCIATION
Ethan Lipton
323-343-4568 • 310-994-5365
elipton@exchange.calstatela.edu
www.printinghistory.org/chapters/southern-california.php
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.

B43 ①⑤

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B44 ④

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April Rocha
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april@aprilrocha.com
www.aprilrocha.com

B45 ③

LOS ANGELES PRINTMAKING SOCIETY
Cathy Weiss
Los Angeles, CA
weissbrown@yahoo.com
www.laprintmakers.com
The Los Angeles Printmaking Society (LAPS) is a national non-profit dedicated to the encouragement of printmaking, educating the public and promoting the interests of printmaking as an art form.

B46 ①③④⑤⑦

CLASSIC LETTERPRESS
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www.classicletterpress.biz
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B47 ③

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Ian Vincent
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ian.vincent@neenahpaper.com
www.neenahpaper.com

B48 ③

LADIES OF LETTERPRESS
Jessica White
10 Ivanhoe Avenue
Asheville, NC 28806
828-450-2533 • 267-259-0511
ladiesofltpres@gmail.com
www.theladiesofletterpress.com
Ladies of Letterpress is a trade organization for letterpress printers and enthusiasts with a mission to promote the art and craft of letterpress printing and to encourage the voice and vision of women printers.

B49 ①⑤

HEROES & CRIMINALS PRESS
Jessica White
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Asheville, NC 28806
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jessica@heroesandcriminalspress.com
www.heroesandcriminalspress.com
Heroes & Criminals Press is a small print shop and bindery nestled in the Blue Ridge Mountains that offers artwork with a high level of craftsmanship, provokes dialogue about current political and social topics, and does it all with a sense of humor.

B50 ③

MICHELLE ROZIC
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www.michellerozic.com
Michelle Rozic's art examines the intersection of nature and culture through printmaking and mixed media works.

B51 ④⑤

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vzimakov@gmail.com
www.vladimirzimakov.com

B52 ④⑤

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www.redwagonpressworks.com

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④ Printmaking/Photography ⑤ Book Arts/Artist Books/Rare Books ⑥ Paper ⑦ Education/Classes ⑧ Non-Profit ⑨ Other

B53 ①⑦

C. CARROLL MONOTYPES
Christina Carroll
Los Angeles, CA 90046
323-654-1471
carrolldesign@earthlink.net
www.christinacarroll-studio.com
Christina Carroll and her Roving Press (press on rolling cart) offer unique creative opportunities as varied as her work with in-home presentations of her unique one-of-a-kind prints, classes for adults and children, curriculum-related School Projects with one-day workshop or ongoing project, art prints for unique invitations including Holiday party, wedding or special creative events.

B55 ③

IRVINE FINE ARTS CENTER
Katy Metz
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Irvine, CA 92604
KMetz@ci.irvine.ca.us

B56 ①③④⑤

MOON IN JUNE
Jamie Russom
820 1/2 Newport Avenue
Long Beach Ca 90804
T 310.995.5990 • C 310-995.5990
mooninjune@gmail.com
www.mooninjune.com

B57 ③

SIX PENNY PRESS
Rondi Vasques
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La Mesa, CA 91942
619-962-6886
rondi@sixpenny-press.com
www.sixpenny-press.com
Sixpenny Press Letterpress Studio offers beautifully bold, modern greeting cards made with top-notch environmentally friendly papers and good old-fashioned craftsmanship on a very vintage Chandler & Price press.

B58 ①③

DEFRANCE PRINTING
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ronnie@defranceprinting.com
www.defranceprinting.com
Since 1893 Heath Printing Inc, DBA DeFrance Printing, has been perfecting the craft of Letterpress Print, Foil Stamping and Embossing.

B59 ③⑧

CHAPMAN GRAPHIC DESIGN CLUB
Ivana Wong
1 University Drive
Orange, CA 92866
cugraphicdesignclub@gmail.com
The Chapman University Graphic Design Club's mission is to support, encourage, and improve the community by creating connections and providing resources to students and the Orange County design community.

B60 ③

AIGA LA/OC
info@orangecounty.aiga.org
www.aigaoc.org

B61 ③

PASADENA CITY COLLEGE
Brenda L. Quintero
Pasadena, CA
mujerxicana@hotmail.com

B62 ③⑧

FRIENDS OF DARD HUNTER, INC.
Betsy Holster
P. O. Box 2450
Springfield, IL, 62705
President Jill Littlewood:
T 805-898-9260 • C 805-448-2045
jill@littlewoodstudios.com
www.friendsofdardhunter.org
We are a non-profit organization that connects hand papermakers world wide.

B63 ⑤

PETER & DONNA THOMAS
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831-475-1455
peteranddonna@cruzio.com
www.cruzio.com/~peteranddonna/
We make Fine Press and Artist's books, miniature books and books out of ukuleles. We make the paper, print and bind the books ourselves.

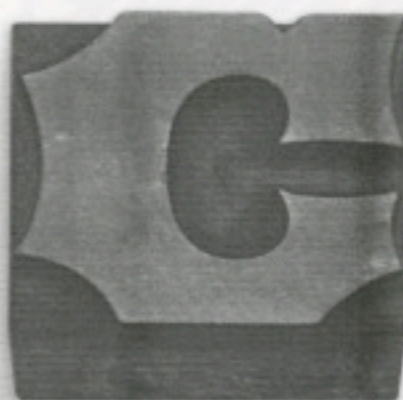
B64-66 ③

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www.jimssalazarcompany.com
We specialize in printing equipment catering to hobbyist printers, provide machinery moving and are involved in equipment sales.

B67 ①

PIASC
5800 S. Eastern Avenue, Suite 400
Los Angeles, CA 90040
323-728-9500
info@piasc.org

① Letterpress/Printing Services ② Letterpress/Printing Supplies or Equipment ③ Graphic Design Services
④ Printmaking/Photography ⑤ Book Arts/Artist Books/Rare Books ⑥ Paper ⑦ Education/Classes ⑧ Non-Profit ⑨ Other



* **Who Knows**
What Treasures You'll Find at the Los Angeles Printers Fair?

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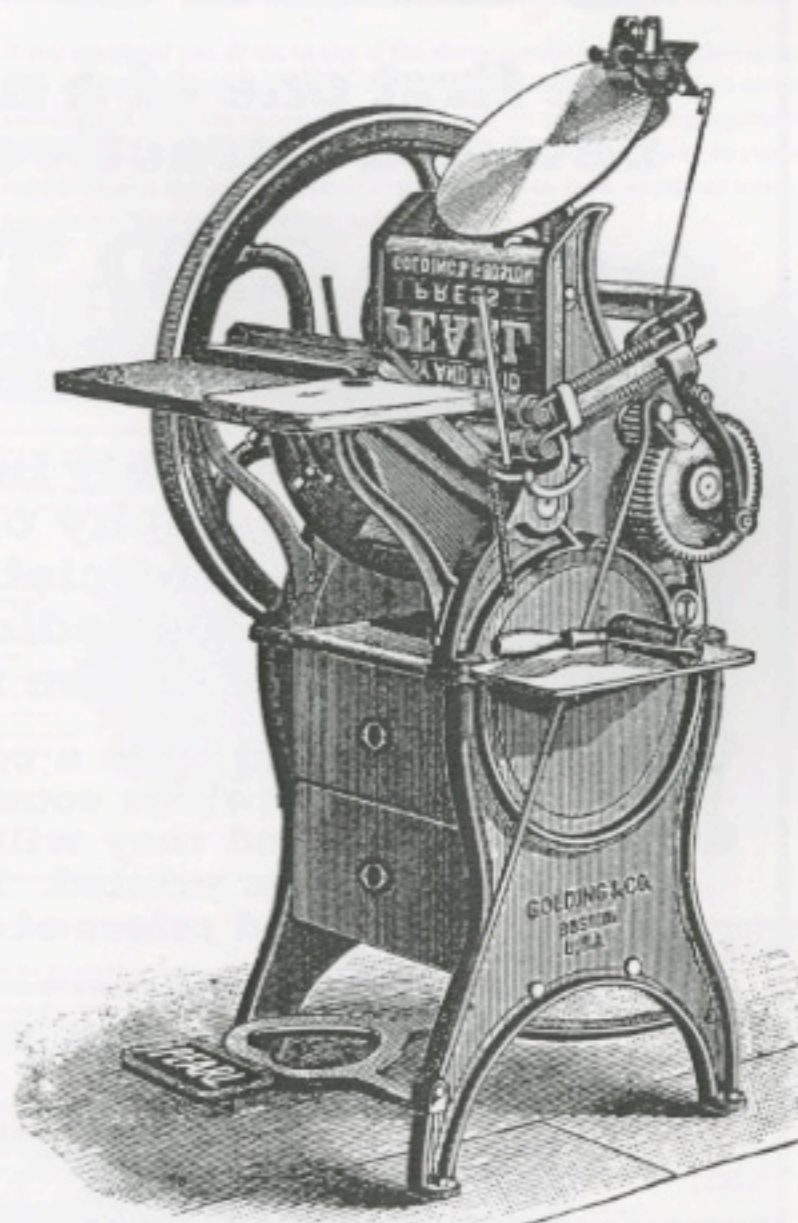
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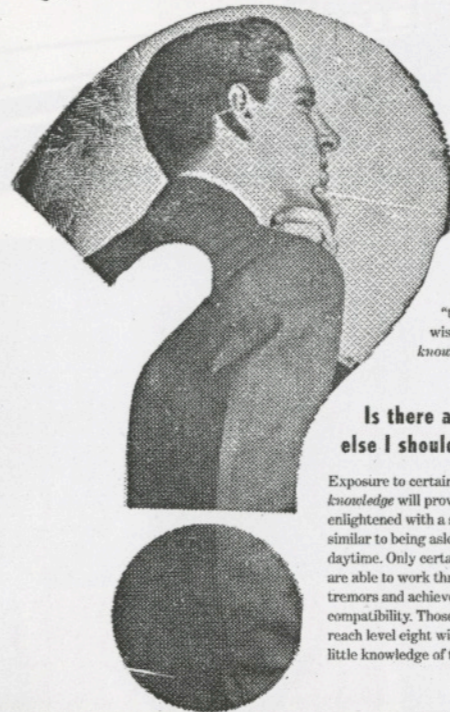
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If you answered yes, or no, to any of the above questions, or any other questions during the past seventy two hours, you may be eligible to attain *secret knowledge*. Under the terms of our settlement, we are now taking applications for consideration. We would however be remiss without explaining to you, the humble reader, the benefits of learning all there is to know about our *secret knowledge*. We therefore choose to be remiss.

WHERE DO I FIT IN?

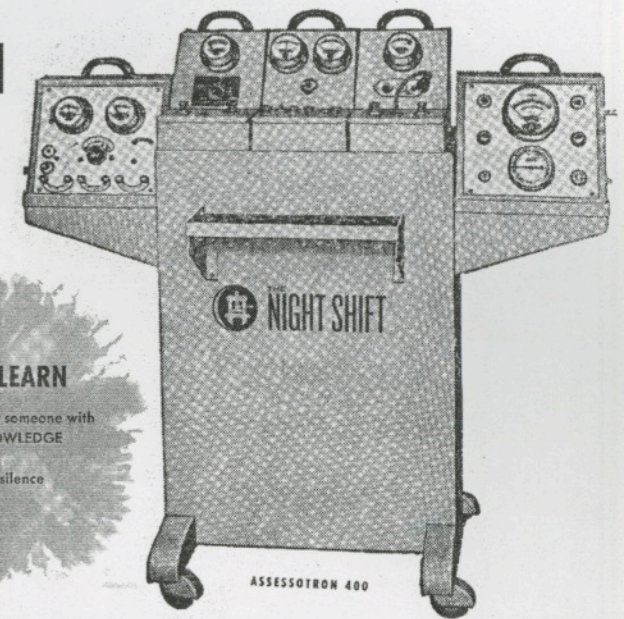
Secret knowledge can lead to very painful realizations, varying in severity from "toothache" to "severed limb." It would be wise for anyone considering the path to *secret knowledge* to give it a lot of thought.

Is there anything else I should know?

Exposure to certain types of *Secret knowledge* will provide the enlightened with a sensation very similar to being asleep during the daytime. Only certain candidates are able to work through the initial tremors and achieve level eight compatibility. Those who fail to reach level eight will retain very little knowledge of the experience.

WAYS TO LEARN

- 1 Be taught by someone with SECRET KNOWLEDGE
- 2 Listen to the silence at all times



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*Number of pages per copy may vary due to natural settling during transport.

TEAR THIS OUT NOW

NIGHT SHIFT,
315 Torrance Boulevard, Night Box
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Dear Night Shift: Please send me more information on your *Secret Knowledge*. I enclose 1 sample of my deoxyribonucleic acid (oral) on envelope glue.

Name
(print plainly)

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We, and 1200 of our closest friends,
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We have meetups, group projects, and our first-ever conference last August was so fun, we decided to have another in August 2012!

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John Howell for Books will be showing an eclectic mix of books at the Third Annual Los Angeles Printer's Fair, including books in the following areas: Miniature Books, Leaf Books, Books on Paper-Making, Book Binding, the History of Fine Press Printing in Los Angeles, Fine Press Books, including the Grabhorns, Ward Ritchie, Peter and Donna Thomas, and Vance Gerry, and a whole lot more!



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and related book arts?*

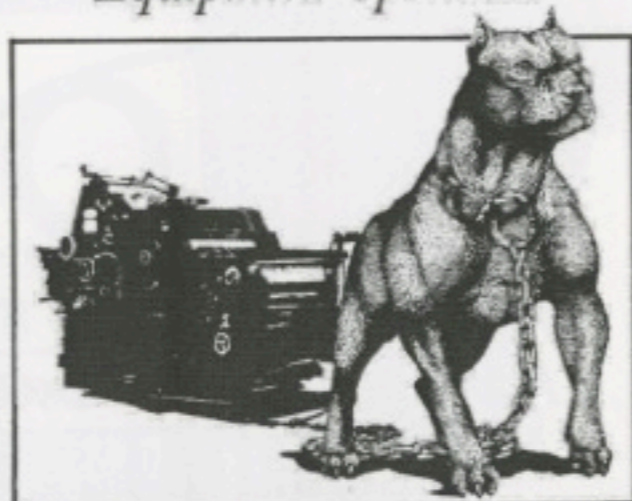
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From sustainable forests to the renewable nature of trees and the recyclability of paper, the print and paper industries have a positive environmental story to tell—one in which print on paper and healthy forests thrive hand-in-hand.

The truth is, print is recyclable, renewable and responsible.

Let's examine the facts:

Paper is Recycled Daily: 87% of Americans have access to curbside or drop-off paper recycling programs and 63.5% of all paper consumed in the United States was recovered for recycling in 2010.

Recovered by Paper Mills: 115 paper mills in the United States used recovered fiber exclusively in 2010, and 289 more, or 77%, used at least some recovered material in their manufacturing process.

More Forests Exist Today: 12 million more acres of forest exist in the U.S. today than 20 years ago.

More Trees are Standing Today: 49% increase between 1953 and 2006 in the number of trees still standing after mortality and harvesting.

More Trees are Planted Daily: 1.7 million trees are planted every day by the U.S. paper and forest products industry; and 600 million annually worldwide.

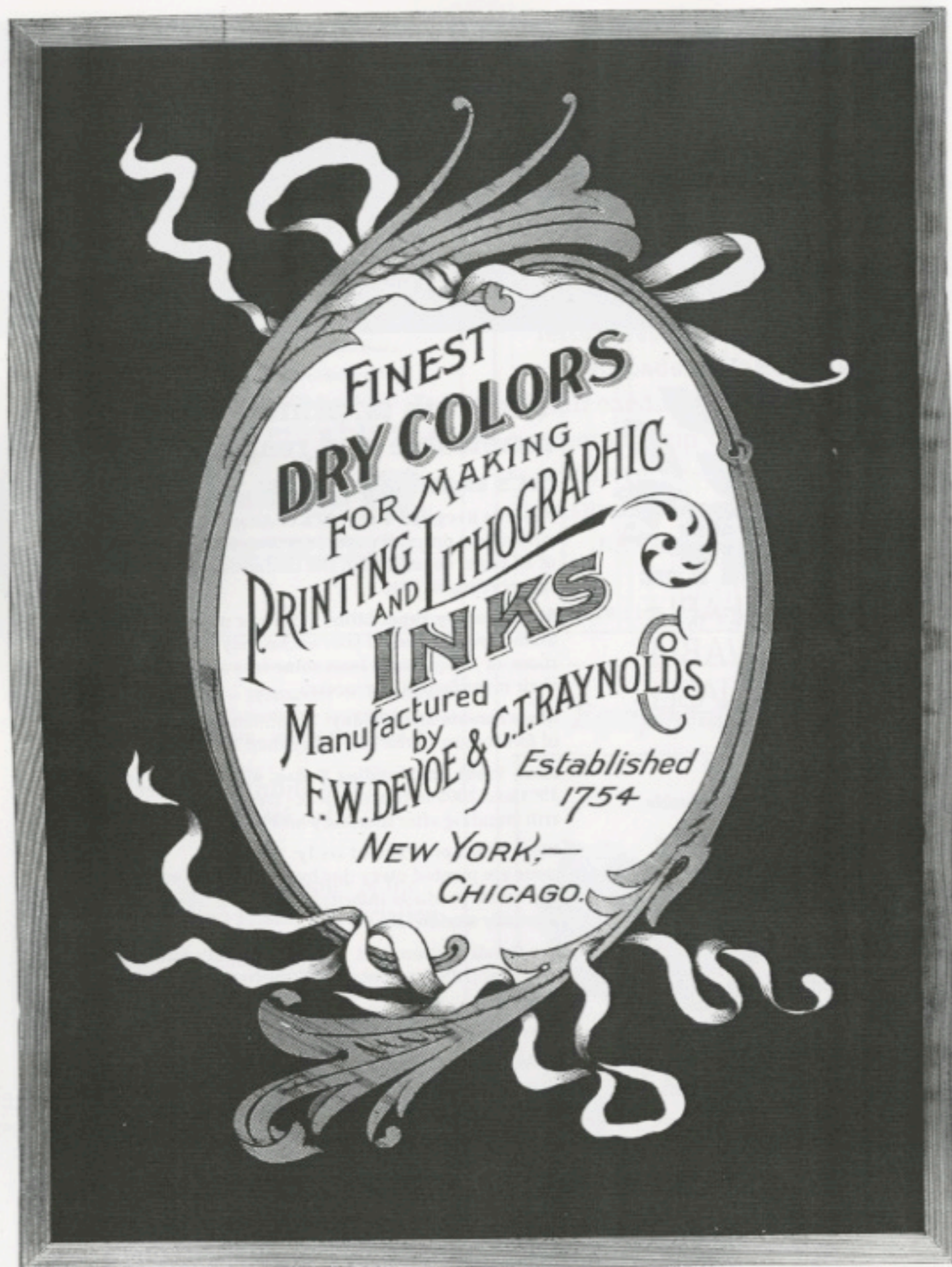
Is a Small Portion: Just 11% of the world's forests are used for paper (28% for lumber; 53% for fuel).

Uses "Waste": 33% of paper comes from wood chips and sawmill scraps; another 33% comes from recycled paper.

Is Grown on Farms: 56% of all the forested land in the United States is privately owned. Nearly all wood used in the production of paper comes from trees grown on these privately-owned "tree farms."

Promotes Trees: Print helps give private landowners a financial incentive to grow trees and not sell off their land for other uses.

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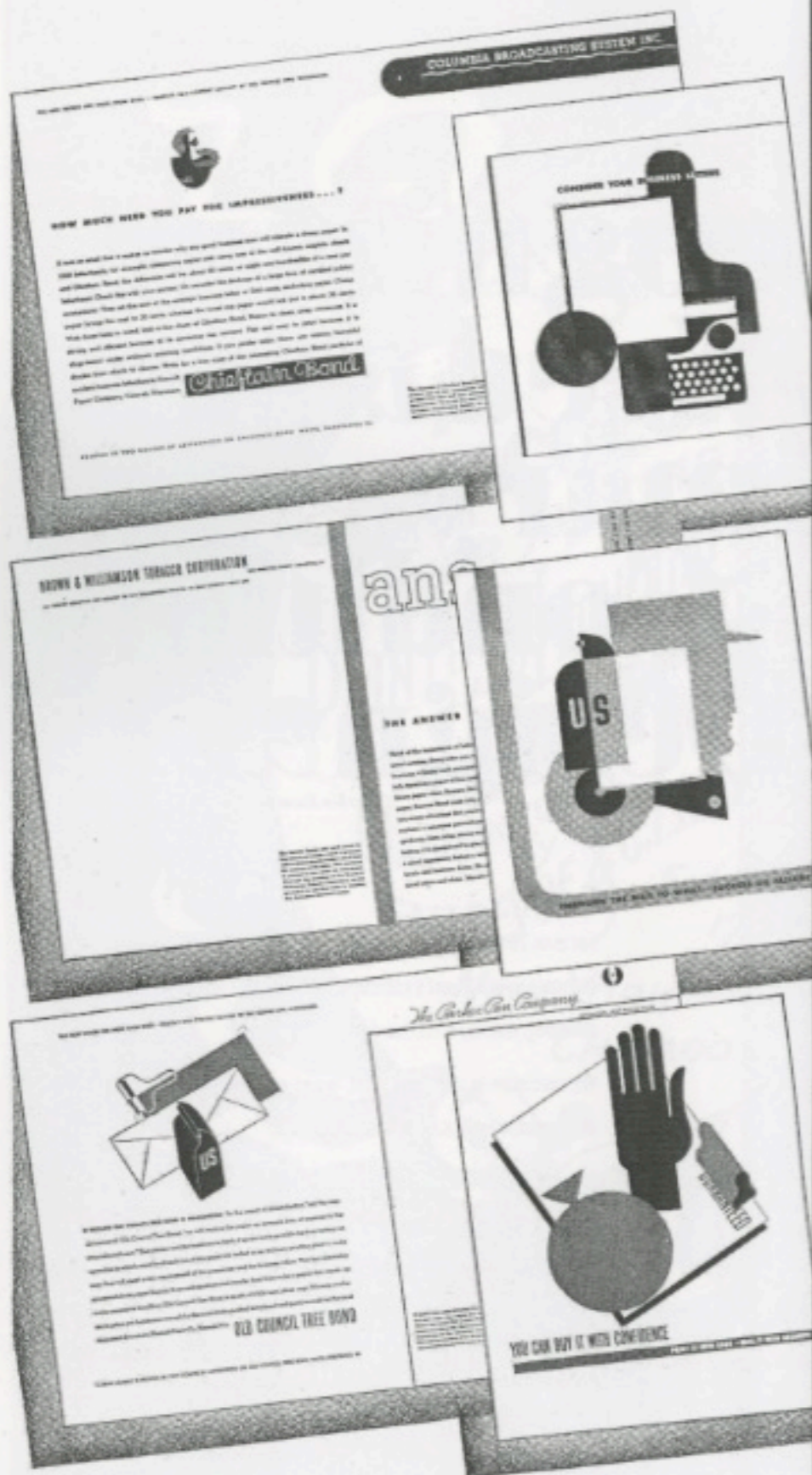
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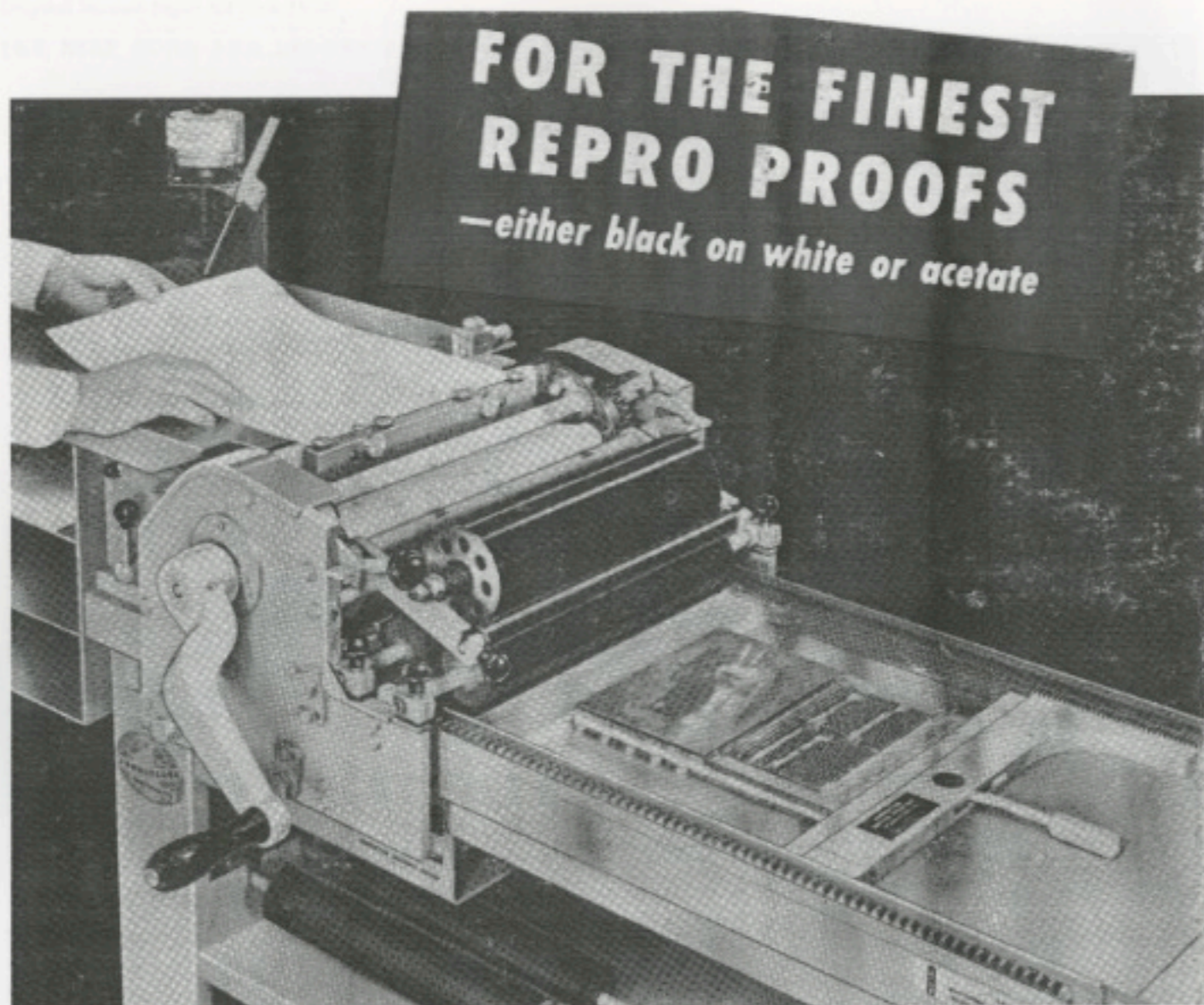
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Are You Interested in the Book Arts?

Consider Joining the Los Angeles Book Arts Guild!

The Book Arts Institute (BAI) of the International Printing Museum has formed the Los Angeles Book Arts Guild. Utilizing the BAI's wealth of resources, the organization's mission will be to provide a community for book artists, enthusiasts, instructors, and anyone interested in letterpress printing and related graphic arts.

If you would like to be a part of this organization, we encourage you to sign up for our mailing list to learn more!

Meetings are held on the second Saturday of every month at the Book Arts Institute at the International Printing Museum. The Guild meetings will feature special printing demonstrations and workshops for its members, social gatherings, shop visits, access to parts of the Printing Museum collections and more.

We look forward to having you as a part of this exciting new gathering of Los Angeles book artists and fellow enthusiasts! Come and share your ideas—we would like to hear from you!

For more information, contact Mark Barbour of the International Printing Museum at 714-529-1832 or by email at mail@printmuseum.org.



Save the Date!

for the 4th Annual Los Angeles Printers Fair



COME ONE!
Come All!

Saturday, October 6, 2012 | 9 am-5 pm
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To learn more visit our website at
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House

Special Guest Exhibition: House Industries Photo-Lettering



House Industries Announces photolettering.com Launch

Before digital type, there was Photo-Lettering, Inc. A casualty of the digital publishing revolution, most of Photo-Lettering's timeless alphabet styles and the proprietary techniques that accompanied them have lain fallow for decades. House Industries, who acquired the collection in 2003, announces a new easy-to-use online service based on the original Photo-Lettering model.

The original Photo-Lettering was a mainstay of the advertising and design industry in New York City from 1936 to 1997. PLINC, as it was affectionately known to art directors, was one of the earliest and most successful type houses to utilize photo technology in the production of commercial typography and lettering.

The International Printing Museum is pleased to host this special exhibition of Photo-Lettering at the 4th Annual LA Printers Fair. **DON'T MISS IT!**



❖ Thank You ❖

To ALL of OUR VENDORS, VOLUNTEERS, and VISITORS WHO HAVE
MADE the 2011 LOS ANGELES PRINTERS FAIR a GREAT SUCCESS!

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Josh Korwin, Three Steps Ahead

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