

Summer School

Cultures of the book: lithography, consumption, reading

20 and 21 June 2023

Day 1 Tuesday 20 June 2023

Dept of Typography & Graphic Communication / Museum of English Rural Life

9.00 Registration

Tea and coffee will be available. Opportunity to view exhibition 'Evolution of the Chinese Typeform', curated by Xunchang Cheng, a doctoral researcher in the Department of Typography & Graphic Communication.

9.30 Welcome from the Co-Directors of CBCP and introduction to the Summer School

9.45 – 10.45

Michael Twyman

Trade cards and invoice headings of early lithographic printers: what they tell us about the process and its applications in the period 1820–1850.

This hands-on session will involve the examination of trade cards and invoices from several countries. It will highlight the opportunities offered by the new process of lithography for the production of written and pictorial documents (ephemera, book illustrations, facsimiles, maps, music, etc) and the principal techniques involved. At the heart of the process was its facility to transfer greasy images from one surface to another, including greasy marks made on paper to lithographic stone. Particular attention will be paid to the last of these transfer methods which, for the first time in history, offered artists and writers the opportunity to have their work reproduced without the need to reverse it for printing. Some examples of the kind of work shown or referred to on the trade cards will be passed around.

10.45 – 11.15 Refreshment break

11.15 – 1.00 Participants will divide into two groups for parallel sessions, which will be repeated.

Demonstration and exploration sessions

Geoff Wyeth and Borna Izadpanah

Printing with lithographic stones

This workshop is a three-process demonstration from preparing/grinding the lithographic stone, producing and establishing text and image directly onto the stone or using transfer paper, and finally, printing from the processed stone. At each stage, different processes and materials, especially those used in the nineteenth century and different regions, will be discussed. Participants will be able to closely observe these processes and use drawing materials to make an impression on the lithographic stone.

Emma Minns and others

Book-related printed ephemera

A 'hands-on' session with collections from the Centre for Ephemera Studies, with participant-led discussion [materials in English and French]

1.00 until 2.00

Lunch and taxis to MERL and Special Collections

2.15 – 3.30

Paul Luna

Where do our typefaces come from?

The list of fonts on any computer includes many with mysterious names. Is Baskerville Sherlock Holmes's favourite font? Paul Luna introduces books from the sixteenth to the twentieth century to explain the origins of many of today's type designs and sheds light on some of their evocative names.

3.45–4.45

Matthew Chambers

CBCP Research Fellows showcase: Research + Methods - C20 Print culture and bookshops

Now one year in, Matthew Chambers will outline his current research project on the history of early C20/modernist bookshops, looking at the challenges involved in historical research where collections are limited, or non-existent. Items from the Archive of British Printing and Publishing and from the W. H. Smiths collections will be part of the session.

5.00 – 7.00

Social and networking in the garden of the Museum of English Rural Life

Day 2 Wednesday 21 June 2023

Dept of Typography & Graphic Communication

9.30–10.30

Rathna Ramanathan

Beyond the margins: Intercultural collaborations in independent publishing

This talk will explore publishing as a platform that brings intercultural communication, decoloniality, graphic design and typography into productive dialogue through engaged (social and political issues) hand situated (local communities, international networks of publishers, makers and readers) design frameworks and publishing practices. Using examples of case studies in India and the UK, the talk takes a holistic approach to graphic design and typography that challenges notions of design as purely aesthetic, or as sole concerns of form and function, and speaks to the shift in considering the wider politics and contributions of the book and publishing for common good.

10.30–11.00 Refreshment break

11.00 – 12.00

Borna Izadpanah

News from East and West on the surface of the stone: lithography and the emergence of early Iranian newspapers

This talk will investigate the role of lithography in the introduction and spread of news publishing in nineteenth-century Iran. It provides a brief overview of early lithographic printing in Tabriz (from 1834) and introduces individuals who were instrumental in its early development. This will be followed by a more in-depth account of the scarce surviving copies first Iranian newspaper, 'Kaghaz-e Akhbar' (lit. newspaper), established in 1837 in Tehran and some of the significant subsequent lithographed newspapers that appeared from the 1850s. This session will involve a small display of original copies of some of the early Iranian lithographed newspapers from the nineteenth century.

12.00 – 1.00

Michael Twyman

Puffin picture books for children: the early years of artist-drawn chromolithography

Examples of most early Puffin picture books will be on display, with a focus on those produced during World War 2. The aim was to provide children, particularly those evacuated during the war, with appropriate illustrated books. The project called for knowledgeable and skilled illustrators who were prepared to work within the constraints of hand-drawn chromolithography, which usually included the making of their own colour separations. The origins of this publishing venture will be discussed and a few continental precursors shown. Issues arising from the collaboration of artists in the design and production of these books will provide the basis for what is intended to be an interactive session.

1.00–2.00 Lunch

2.00 – 2.45

Cătălina Zlotea

Uncelebrated publishing: the Birthday Book

The Birthday Book was a popular genre in the second half of the nineteenth and early twentieth centuries in Britain. These publications are possibly not *ephemeral* enough to be ephemera and, at the same time, too frivolous to be deemed *real* books and receive notice from bibliophiles. Even in their glory days, Birthday Books – although often lavishly produced and illustrated – were regarded by highbrows as sentimental, trifling objects, favoured by those with less intellectual pursuits. From today's perspective, however, the Birthday Book collection tells a compelling story about an unknown publishing niche of successful yet mercenary ventures and, at the same time, it attests to intimate interactions within closed social circles in the Victorian and Edwardian eras. The talk is based on the collection of Birthday Books held in the Lettering, Printing and Collections.

3.00 – 3.45

Liz West

Bookplate stories

This talk will explore the stories that lie behind the collection and creation of bookplates, drawing on the Amoret Tanner Bookplate Collection, held within the Centre for Ephemera Studies. The earliest book plates, or *Ex Libris*, were found in 15th century book collections, and they were most popular during the period from the end of the 19th century into the early 20th century. Some of the stories of the collectors, owners and artists can be revealed through a close inspection of these miniature works of art.

4.00 – 4.30 Closing remarks from the Co-Directors of CBCP

Contributor bios

Matthew Chambers

Matthew Chambers is an associate professor at the University of Warsaw where he recently received a two-year grant to research modernist bookshops and their networks at the University of Reading. He has written on literary networks and publishing history in *Modernism, Periodicals, and Cultural Poetics* (Palgrave 2015) and in *London and the Modernist Bookshop* (Cambridge 2020). He is a member of the Bookselling Research Network, and editor of the peer-reviewed journal *The New Americanist*, which will soon be available from Edinburgh University Press.

Borna Izadpanah

Borna Izadpanah is a Lecturer in Typography at the University of Reading, from where he was also awarded a PhD, and an MA in Typeface Design. His doctoral research explored the history of the early typographic representation of the Persian language. Borna has received numerous prestigious awards for his research and typeface design, including the Grand Prize and the First Prize for Arabic Text Typeface in the Granshan Type Design Competition, two Awards for Excellence in Type Design from the Type Directors Club, and the Symposia Iranica Prize for the best paper in Art History.

Paul Luna

Paul Luna has had careers in both publishing and academia. He spent twenty years at Oxford University Press, designing major editions of Shakespeare, the Bible, the Qur'an, and the Oxford English Dictionaries. At the University of Reading he founded the MA programme in Book Design. He is the author of *Typography: A Very Short Introduction* (OUP). He continues to design and edit books, most recently designing a catalogue of Islamic seals for the British Library and co-editing the forthcoming *Bloomsbury Handbook of Global Typography*.

Michael Twyman

Michael Twyman is Emeritus Professor of Typography & Graphic Communication at the University of Reading, where he has worked for over sixty years and remains as director of its Centre for Ephemera Studies. He has contributed to rare book schools in several countries and published widely on printing history and graphic design. His books include *Printing 1770–1970* (1970), *Lithography 1800–1850* (1970), *Early lithographed books* (1990), *Early lithographed music* (1996), *The British Library guide to printing* (1998), *Breaking the mould: the first hundred years of lithography* (2001), *Images en couleur* (2007), *A history of chromolithography* (2013), *The art of writing on stone in the 1830s* (2021), and the editing and completion of Maurice Rickards, *The encyclopedia of ephemera* (2000). He is President of the Ephemera Society and the Printing Historical Society.

Liz West

Liz West received her Ph.D in 2021 and is now a Visiting Fellow at Reading's Centre for Book Cultures and Publishing. Her monograph, *The Women Who Invented Twentieth Century Children's Literature: Only The Best* (2022) is published by Routledge. Awarded the Michael Twyman Research Fellowship in Ephemera Studies in 2021, she undertook a project working within the Amoret Tanner bookplate collection, part of the Centre for Ephemera Studies, located in the Department of Typography and Graphic Communications at the University of Reading.

Cătălina Zlotea

Cătălina Zlotea has a background in graphic design, journalism, and visual communication. She holds a PhD from University of Reading and is a Lecturer in the School of Design at the University of Leeds

where she teaches on the BA and MA programmes. Her research interests are focused on interrogating archives, reframing and re-addressing bodies of visual artefacts, 'working' along and against catalogues, and curation as research practice to determine how historical and social contexts shape visibility.