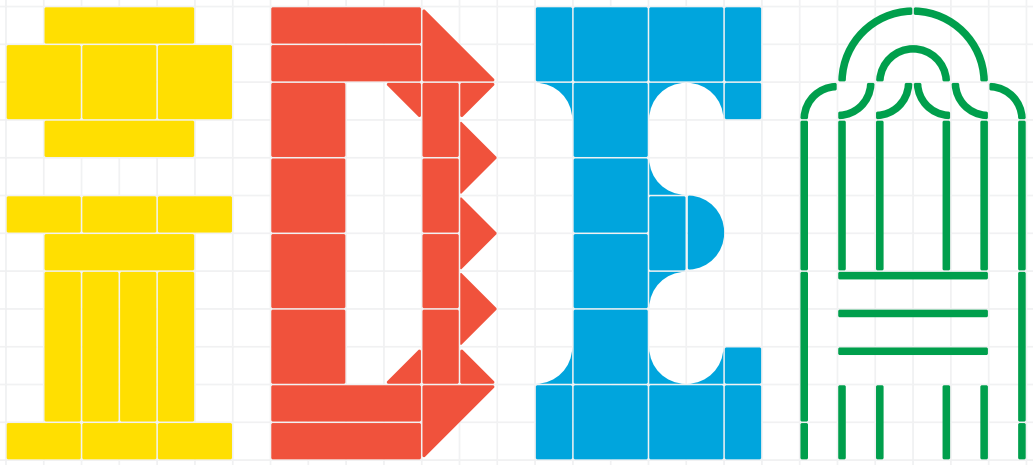
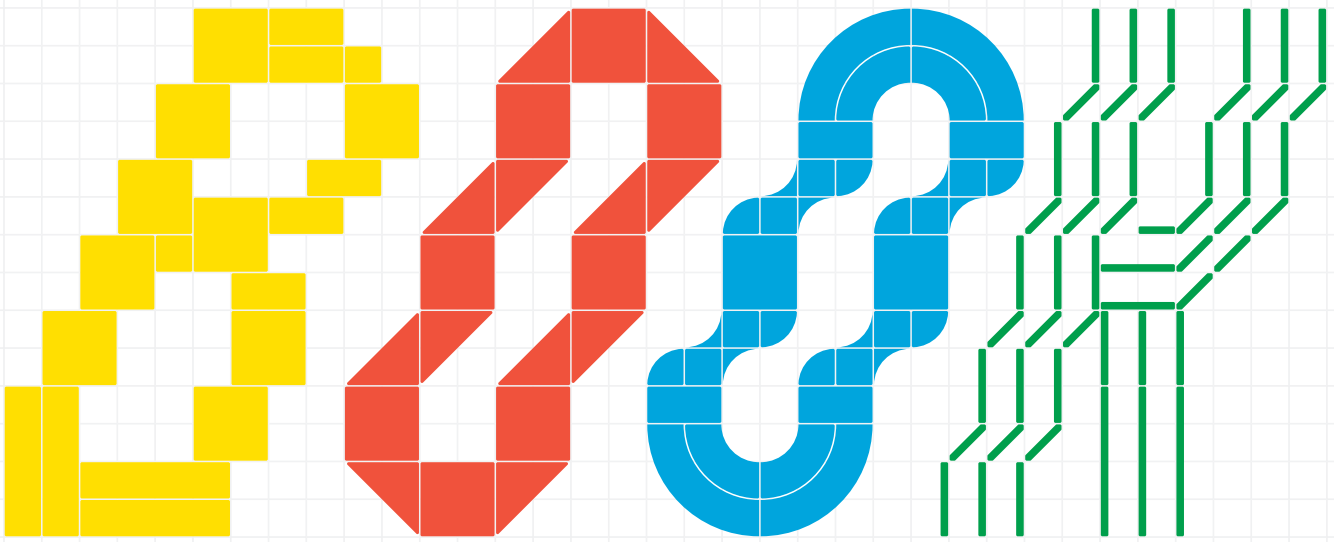
PIXEL



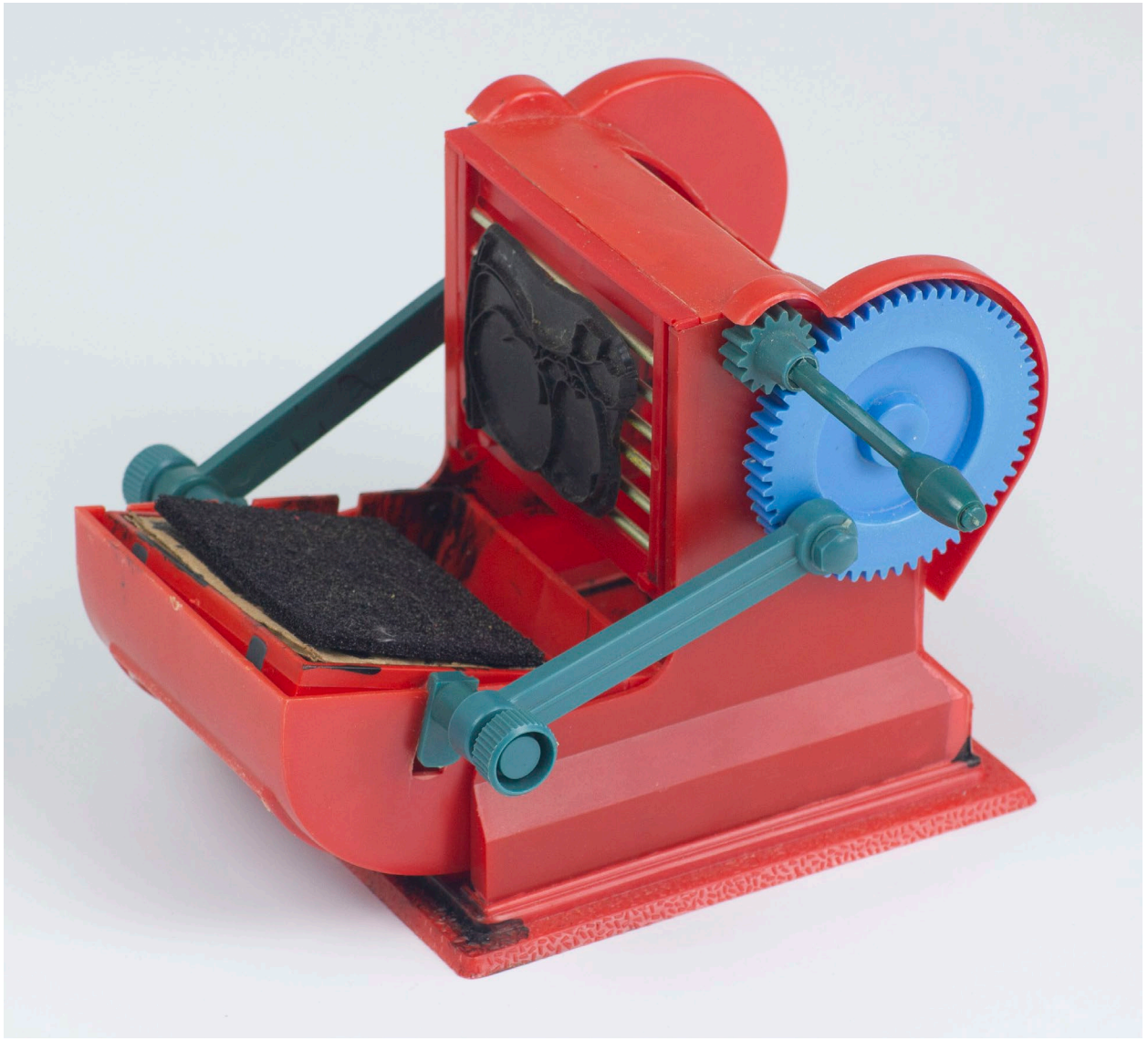


INTRODUCTION

Modular thinking is everywhere we look. House plans, faces, or even the words you're reading right now—they're all just simple shapes, repeated. In the digital realm, everything is further boiled down to tiny, colorful squares, or pixels.

PRIXEL, short for PRInting piXELS, takes this concept and applies it to the physical world through printmaking. With the playful spirit of toy printing presses as inspiration, PRIXEL synthesizes all these art forms into a kind of construction-printing process, allowing anyone to "draw" with geometric type. After all, drawing is a way of seeing and understanding something by deconstructing it.

Use PRIXEL to print cards, posters, or temporary tattoos. Recreate things from your everyday life or your imagination. Challenge yourself to experiment with scale, color, and form. By breaking things down into modular parts, you may discover the hidden patterns and interconnectedness that exists in the world around us.



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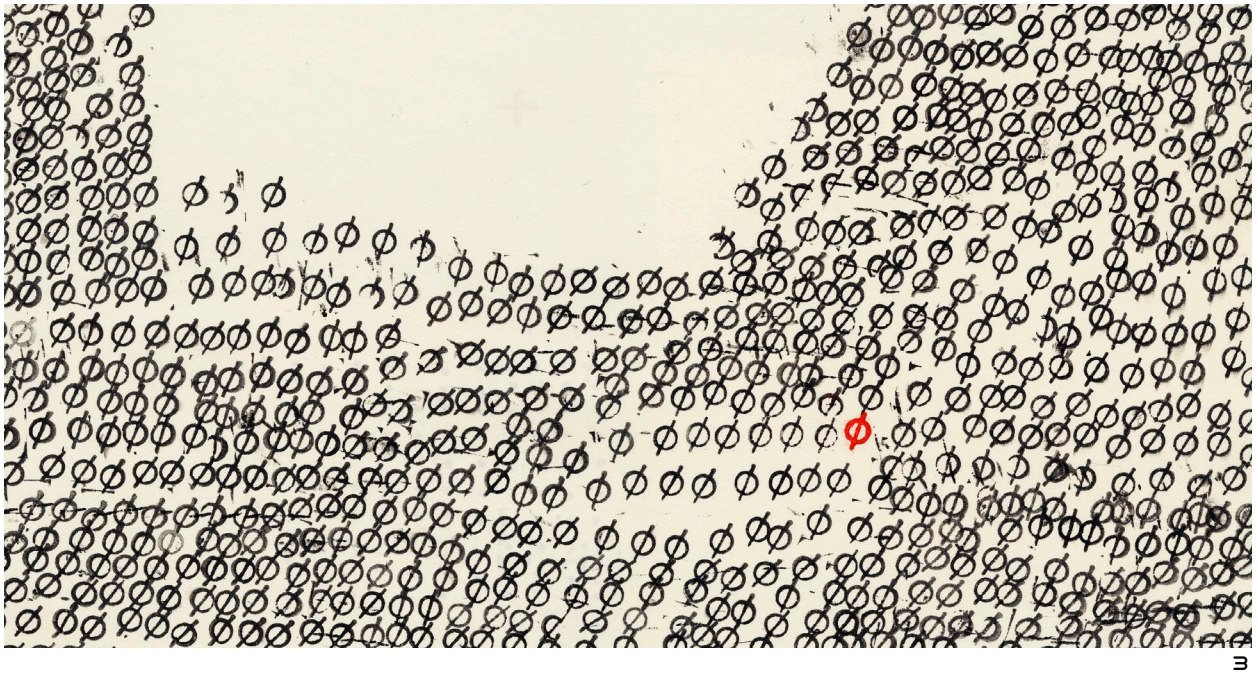

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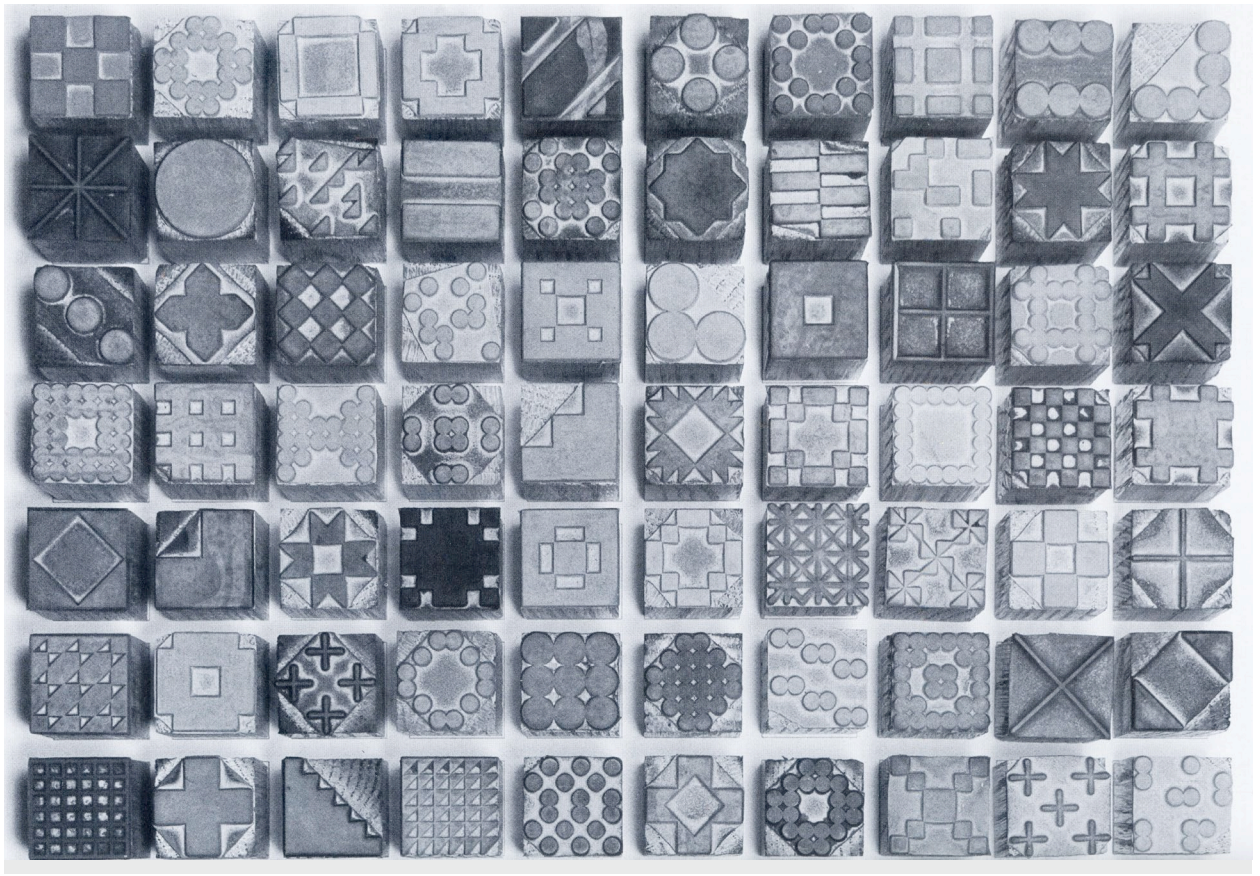

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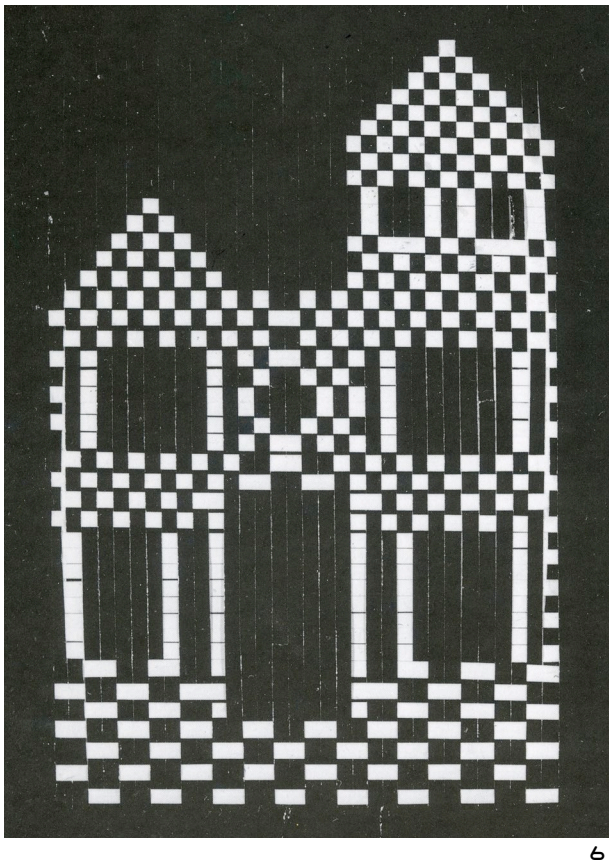

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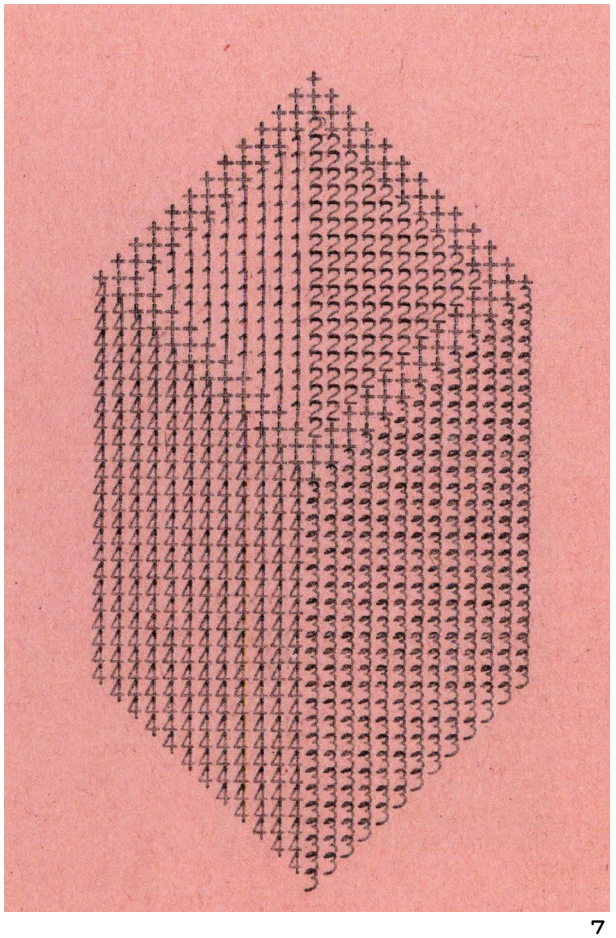

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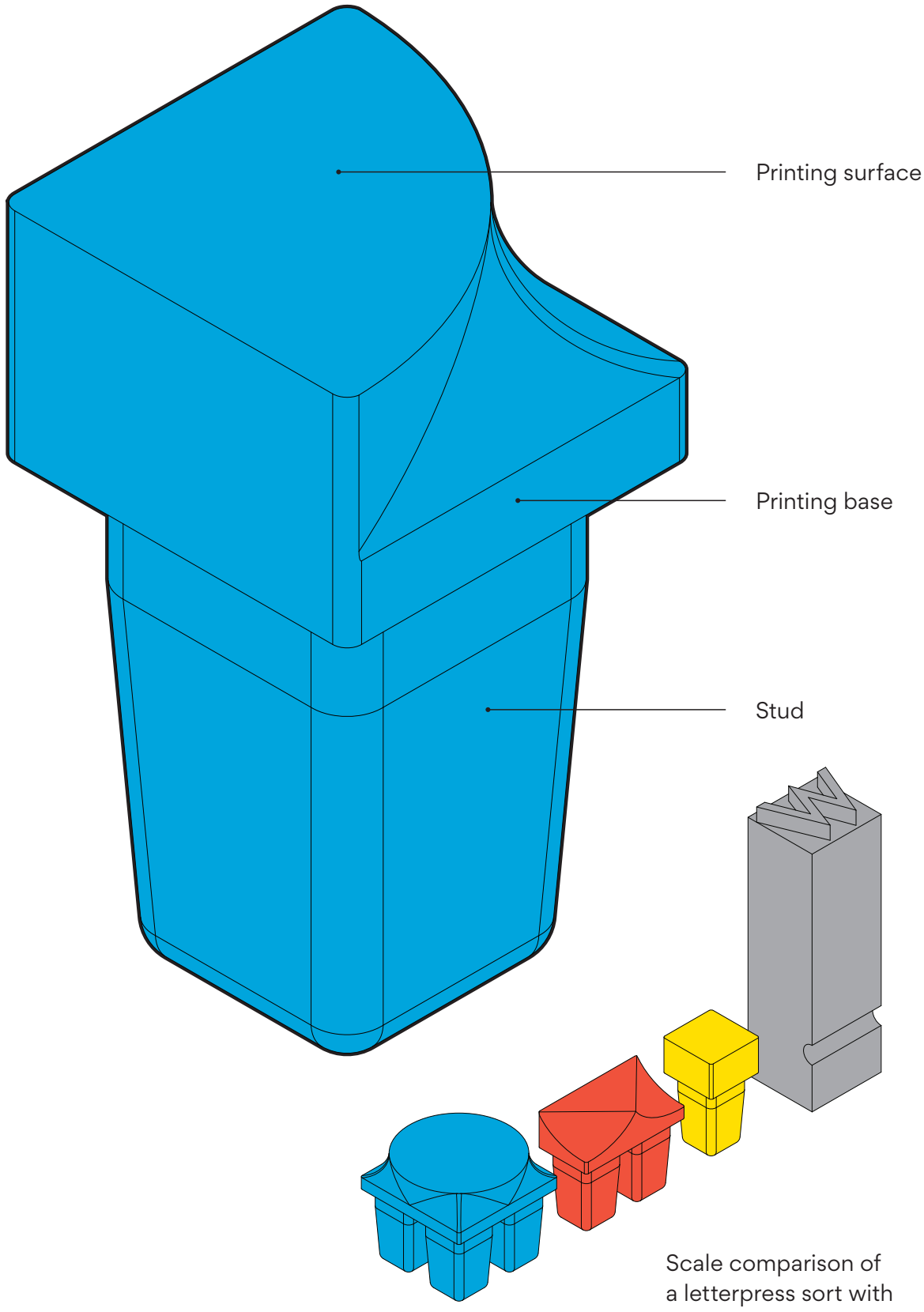
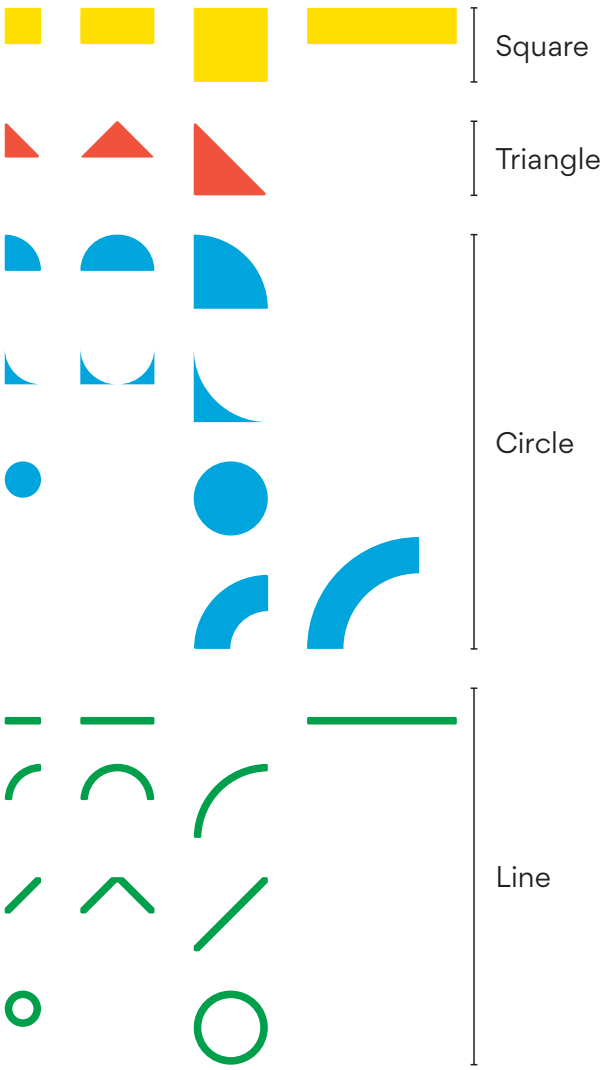
1 Novimprim toy printing press, 1960s
2 Fregio Mecano, Italian letterpress ornament font, 1920s
3 Gamm, Brandon. *1000 Bodhisattvas*, rubber stamp print, 2010
4 Mower, Will. *Pencil*, rubber stamp print, 2019
5 Nawrot, Karl. *150*, rubber stamps, 2004
6 Brosterman, Norman. From *Inventing Kindergarten*, 14th gift example from late 1800s
7 Wolf-Rehfeldt, Ruth. *Untitled*, typewriter art, 1970s
8 “table flip” emoticon, 2000s

PRIXEL PIECES

PRIXEL pieces are a kind of “movable type.” They have a printing side and a stud that is put into a setup plate. Unlike letterpress sorts, which are made from metal, wood, or even plastic, PRIXEL pieces are made out of silicone rubber. They’re color-coded to make them easier to find and put back in place. They come in all shapes and sizes.



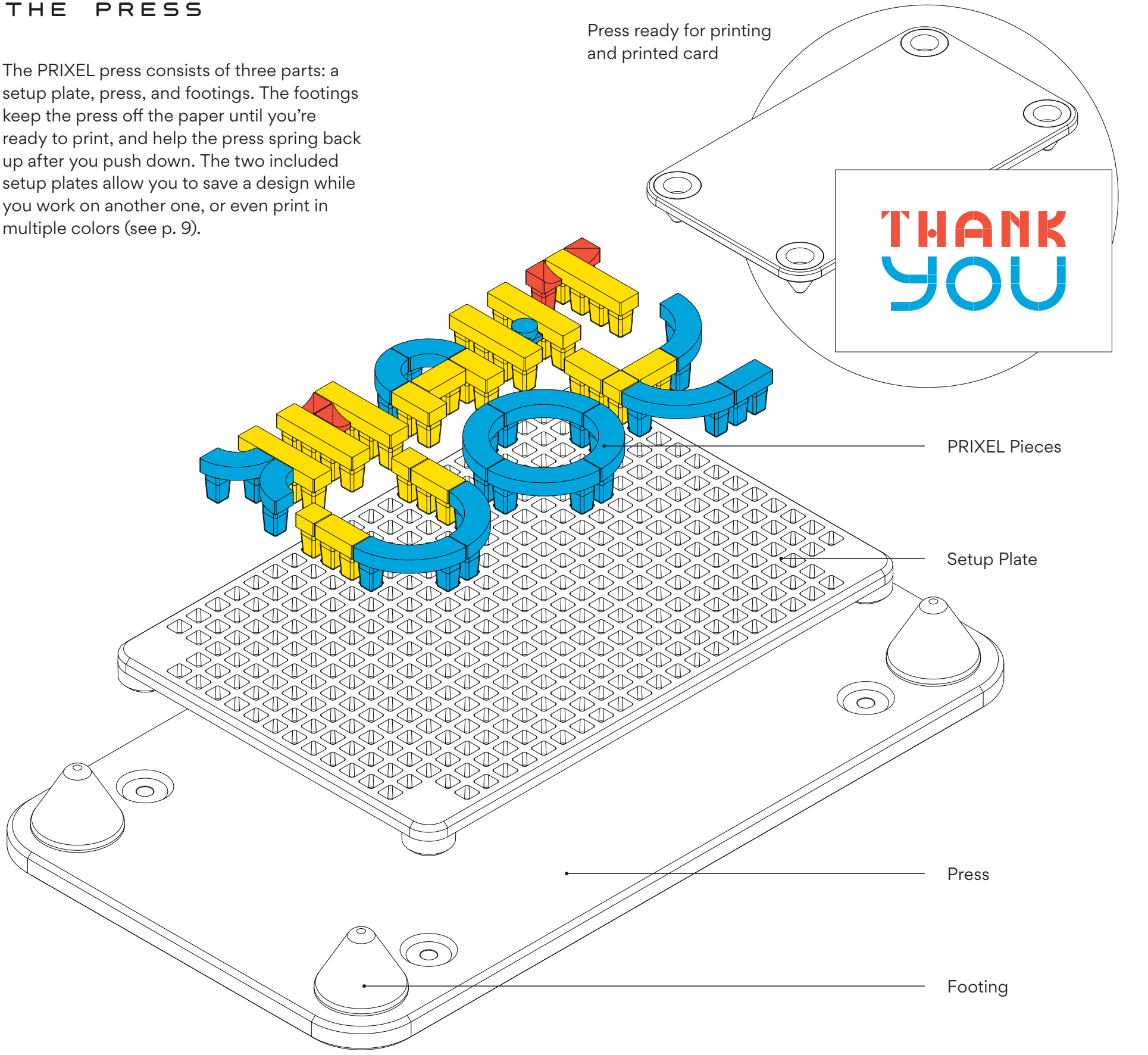
SHAPES GROUPED BY COLOR



Scale comparison of a letterpress sort with PRIXEL pieces

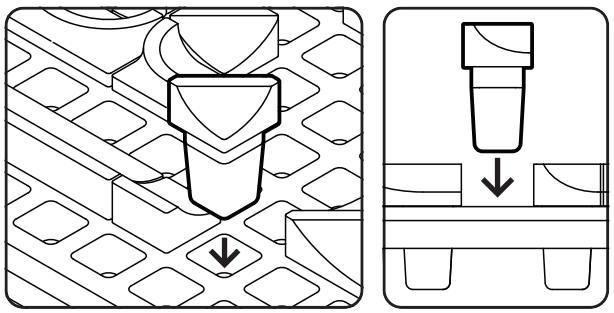
THE PRESS

The PRIXEL press consists of three parts: a setup plate, press, and footings. The footings keep the press off the paper until you're ready to print, and help the press spring back up after you push down. The two included setup plates allow you to save a design while you work on another one, or even print in multiple colors (see p. 9).

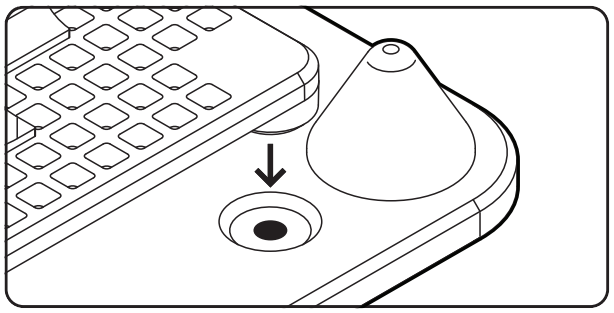


HOW TO PRINT

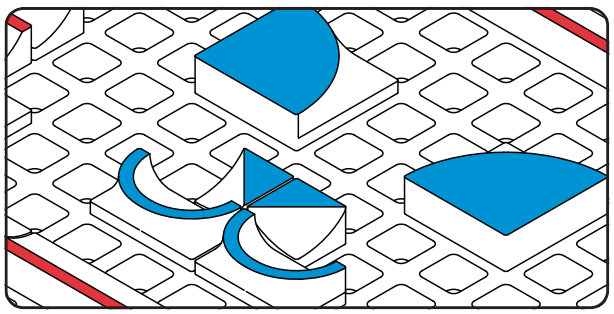
1 Push PRIXEL pieces into the flat side of a setup plate to create your design. Remember, your final print will be the mirror image of the stamp setup.



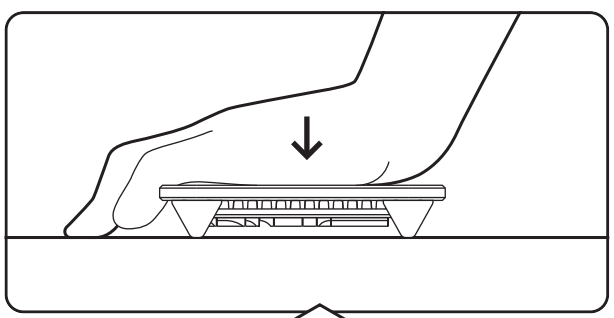
2 Make sure the pieces are pushed in all the way. Attach the setup plate to the press by lining up the magnets until they snap together.



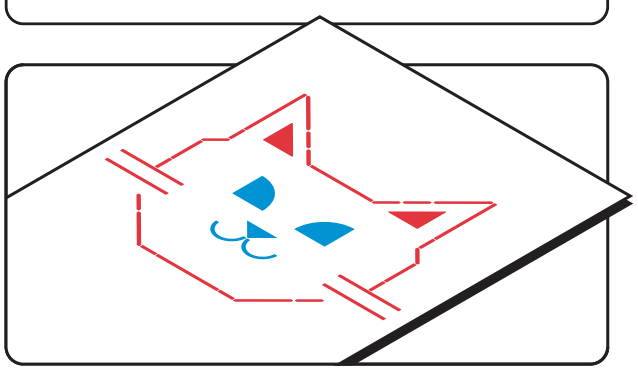
3 Ink the raised surface of the letters and shapes using the included ink pads, dabbing evenly until the printing surface is thoroughly covered.



4 The feet will keep the ink off the paper until you're ready to print. Push down in the center of the press with firm, even pressure.



5 Presto, print! If your first try doesn't come out perfectly, don't worry. It can take a few tries to get the hang of it, but you'll be a pro in no time.



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Here are some tips to help you get better prints:

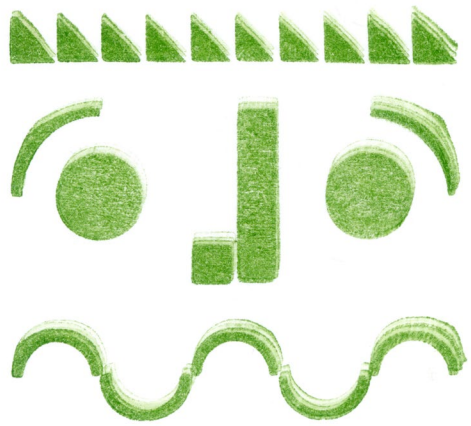
- Solid shapes require more pressure to print than lines. Standing up while pushing down during printing can help you get more leverage for better prints.
- Avoid printing on textured paper—smooth paper gives the best results.
- Before putting pieces away after printing, clean them off with a piece of scrap paper or a baby wipe to remove ink residue.

How to video and other resources at prixel.com/help ↗

Or contact us directly at hello@prixel.com

TROUBLESHOOTING

PROBLEM	CAUSES	SOLUTIONS
Not all PRIXEL pieces are being printed	Not enough ink	Check to make sure that all the PRIXEL pieces get inked before printing. Use an even dabbing motion to apply ink.
	Not enough pressure	Push down as hard as you can in the center of the press. Standing up or putting a heavy book on top of the press can help.
	PRIXEL pieces not flush	Ensure all the PRIXEL pieces are firmly inserted and their printing surfaces are level before inking and printing.

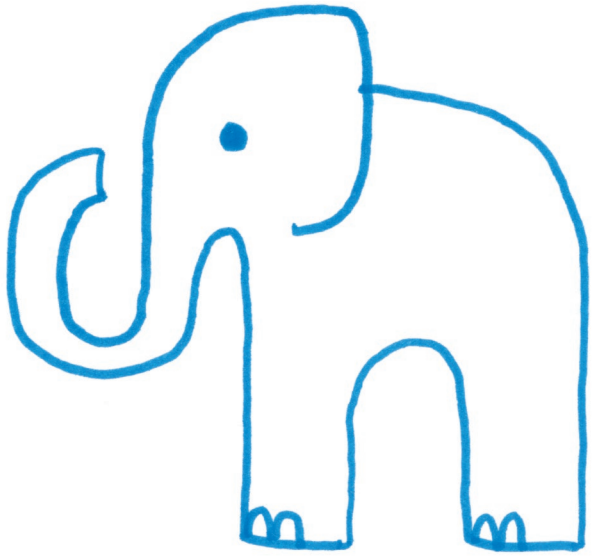


Overprinting/ blurry prints	Too much pressure	This is usually an issue with the line (green) PRIXEL pieces, which don't require as much pressure to print. Try pushing down with less pressure.
	Too much ink	Use a lighter touch when inking the PRIXEL pieces.
	Double printing	Once the press is pushed down, don't allow it to spring back up until you're done applying pressure.

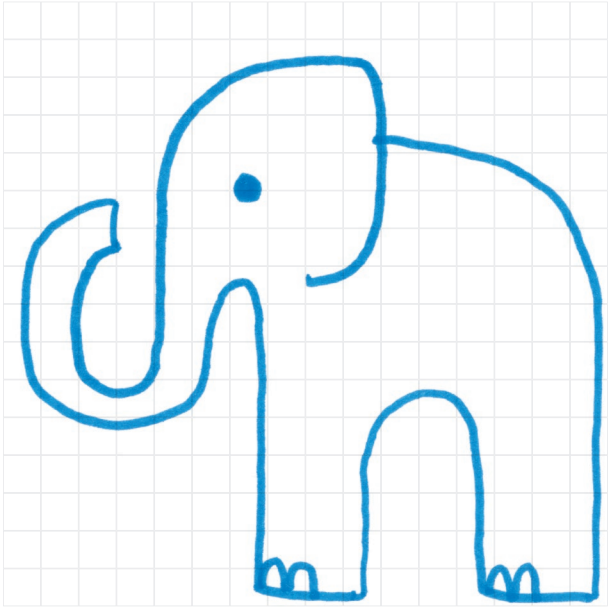
Discolored prints	PRIXEL pieces weren't cleaned between use	Use a damp paper towel or scrap of paper to thoroughly clean PRIXEL pieces after use or when printing with a different color.
	Ink pad contaminated with other colors	Rubbing the ink pad on a sheet of scrap paper can help remove the contaminated ink from the surface.

"DRAWING" WITH PRIXEL

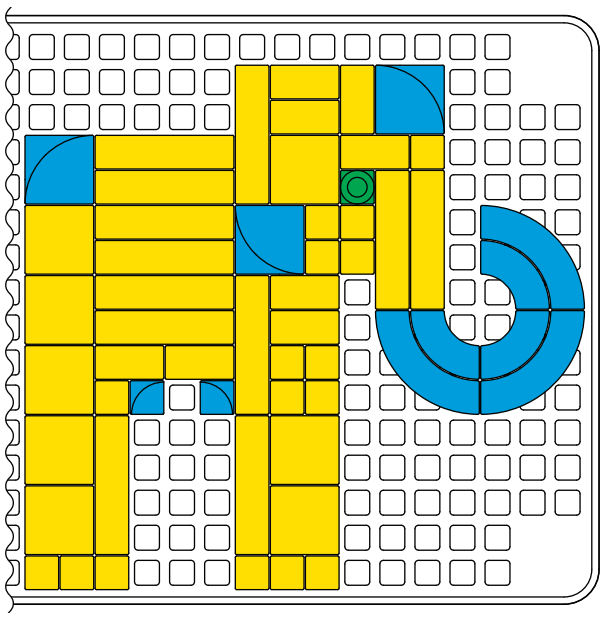
1 Say you want to print an elephant. First, find an elephant to draw. If you don't have any elephants nearby, a picture of an elephant will work, too.



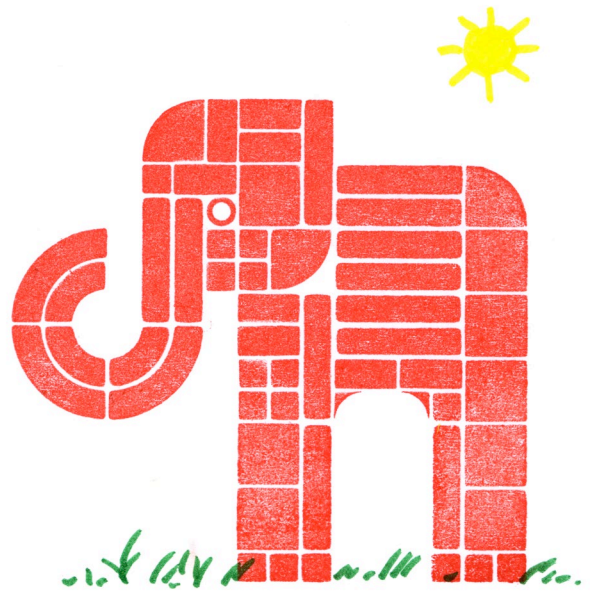
2 Think about how to exaggerate and refine its features into simple geometric forms. What makes an elephant an elephant?



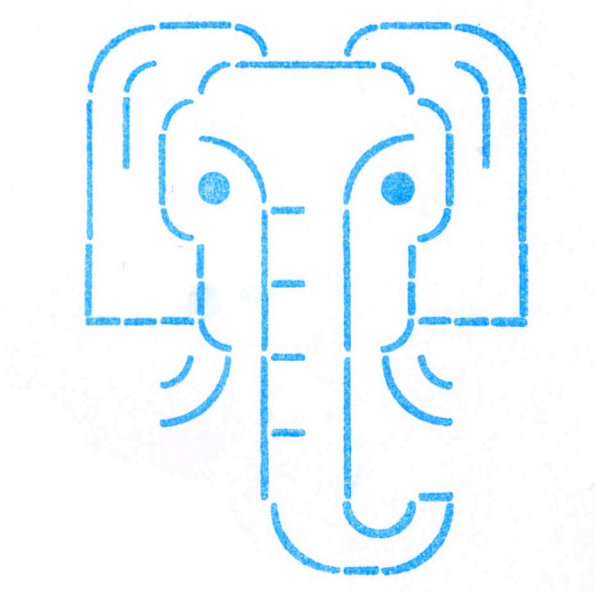
3 You can place a setup plate or draw a light grid over your sketch to figure out which PRIXEL shapes will work best.



4 Build your print. Remember that your final print will be the reverse of your setup. It can take some adjustments to get the proportions just right.

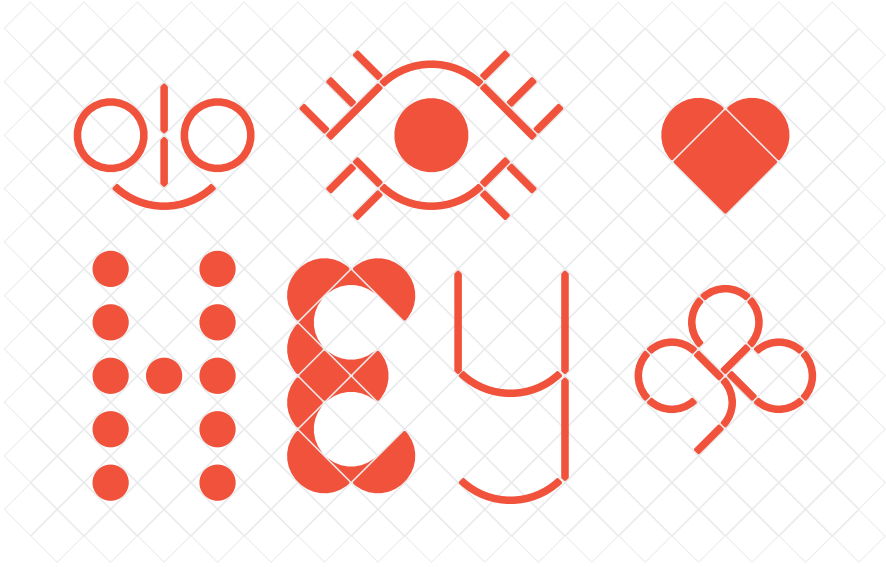


5 Print and add your own touches. Use pencils, pens, markers, or crayons to color it in or add details like grass.



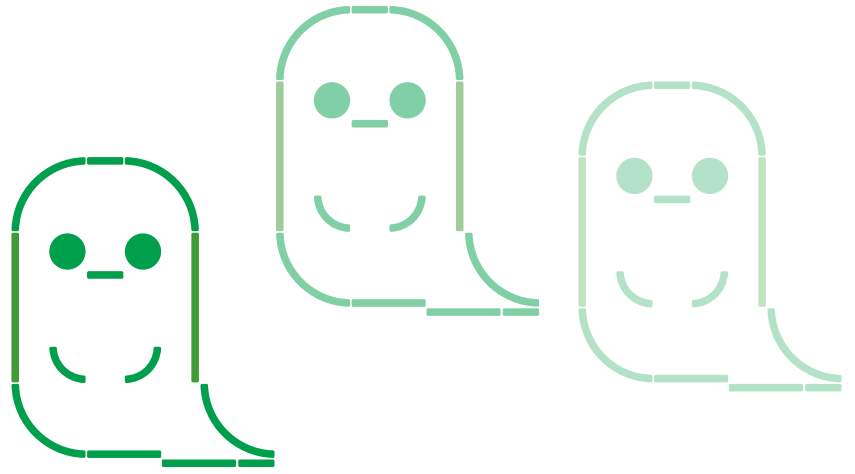
6 There are many ways of printing something. Try other angles, expressions, and shapes!

ADVANCED TECHNIQUES



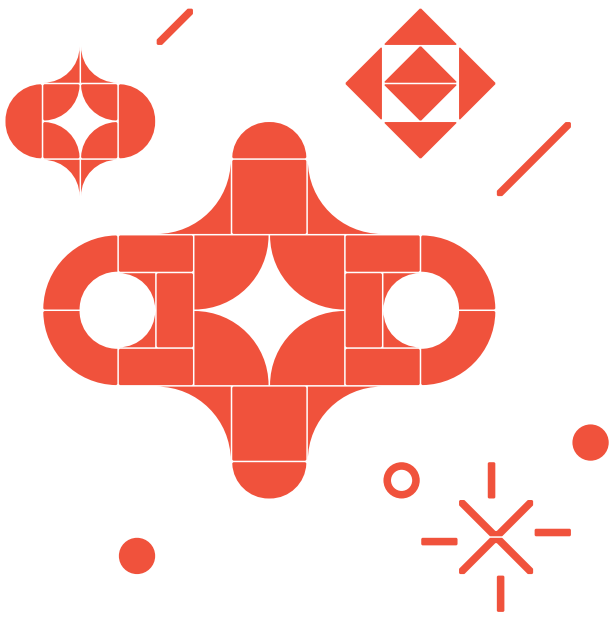
ROTATING THE PRESS

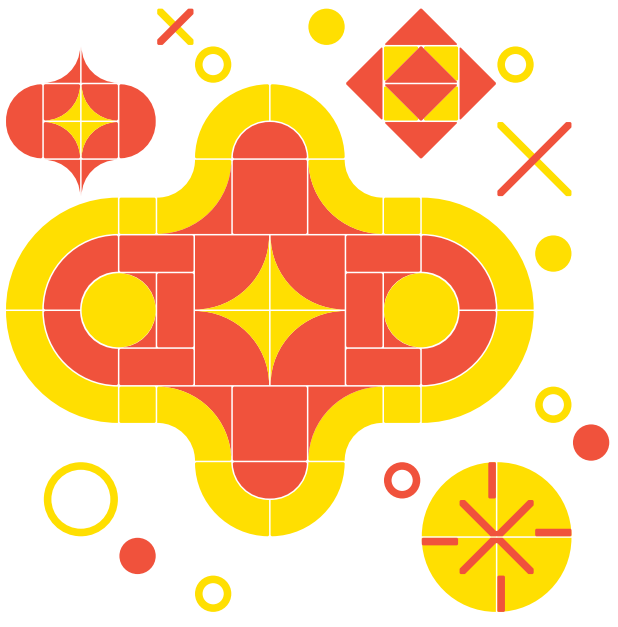
Simply rotating the press 45° offers totally new ways of using the same shapes.



FADING PRINTS

Stamping again without re-inking can create increasingly faded versions of a print. You can use this to simulate movement, distant objects, or... ghostliness.





MULTI-COLOR PRINTS

1. Use both setup plates to create prints with two (or more) colors.
2. Laying the second setup plate over the first can help keep things aligned while you put PRIXEL pieces in place.
3. While printing, look down through the press, using the setup plate grid to align the second color with the first.

ABCDEFGH
IJKLMNOP
QRSTUVWX
YZ012345
6789..?!

A B C D E F G H I J K L M

N O P Q R S T U V W X Y

Z 0 1 2 3 4 5 6 7 8 9 . , ? !

a b c d e f g h i j k l m n

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0 1 2 3 4 5 6 7 8 9 . , ? !

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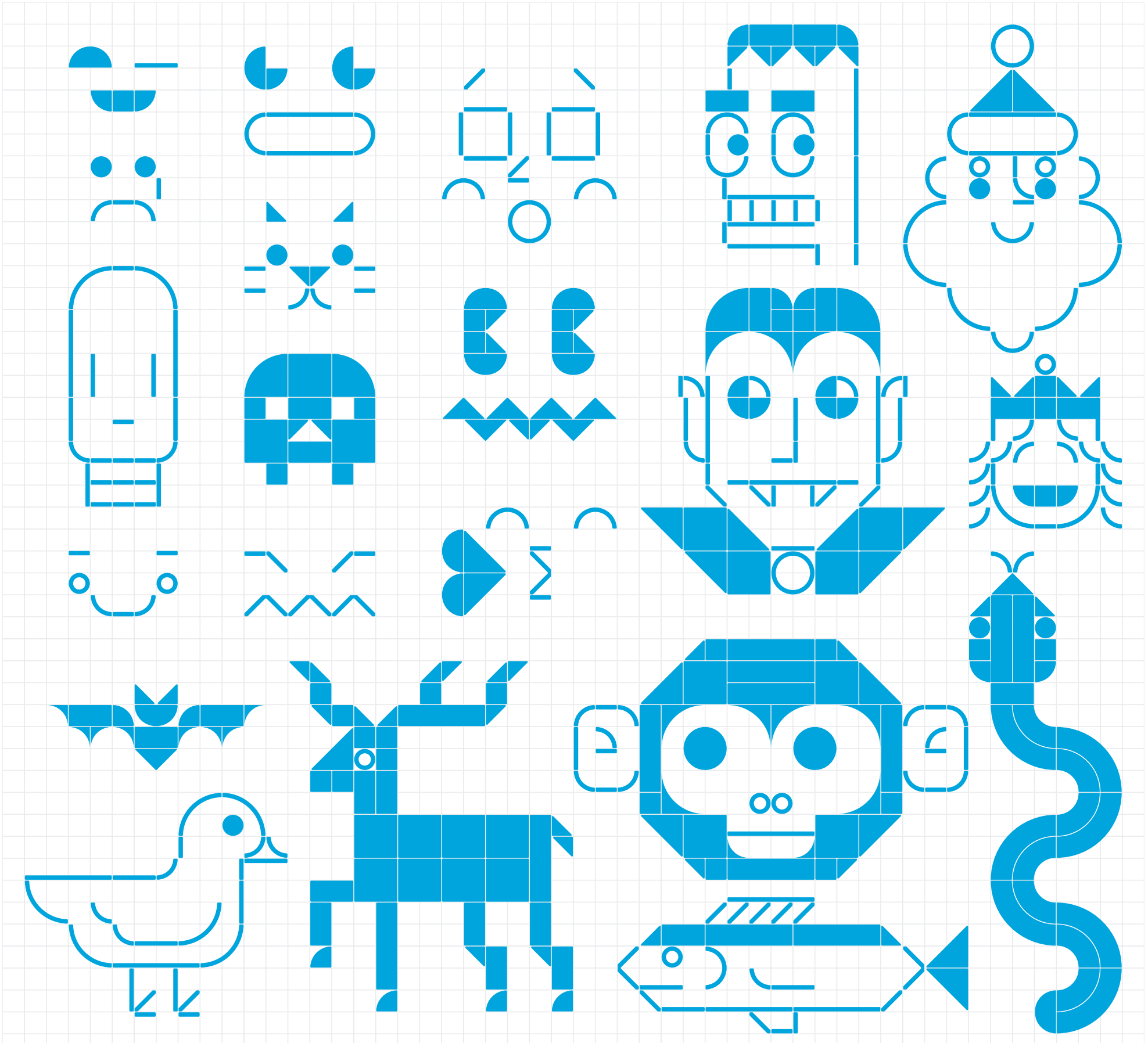
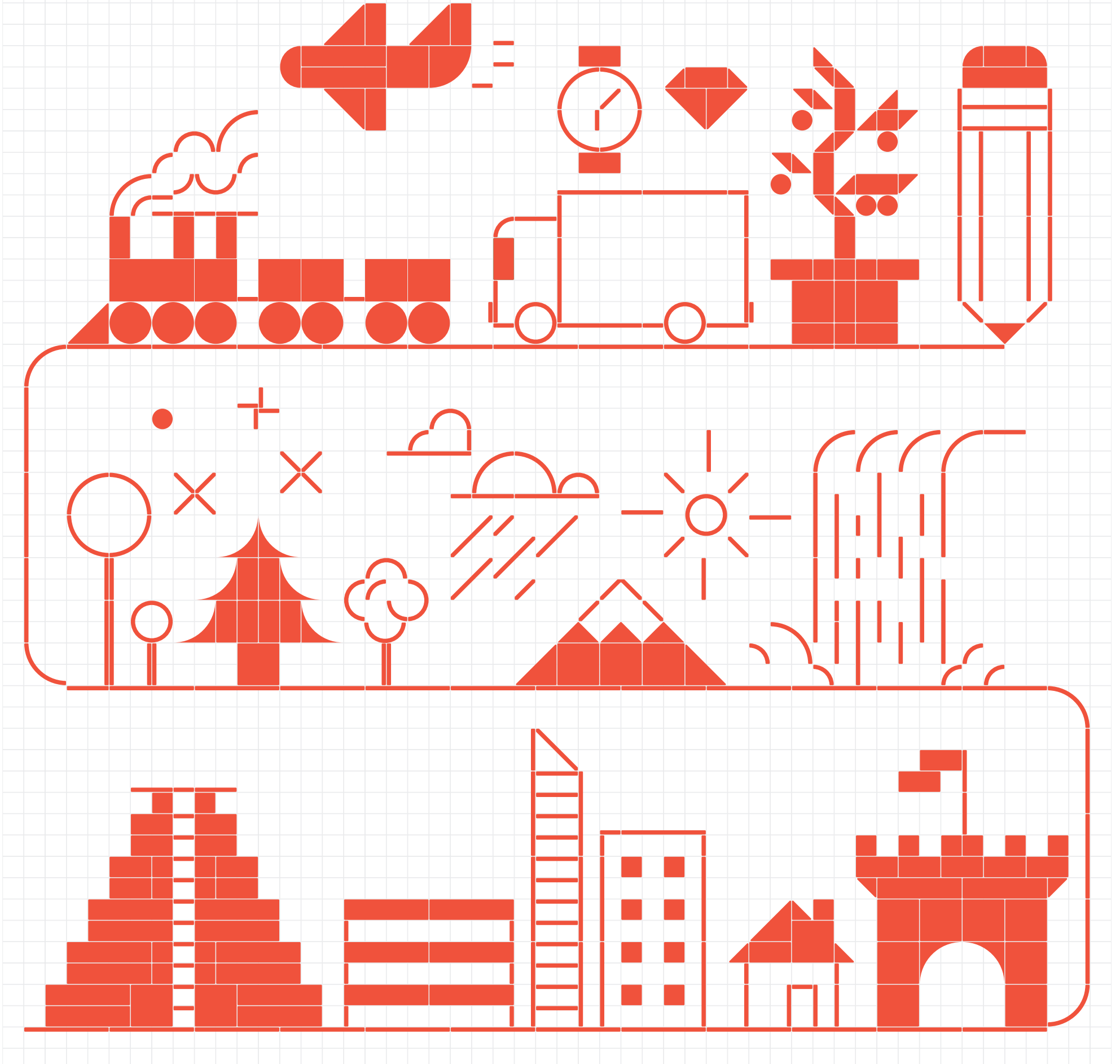
ILLUSTRATIONS





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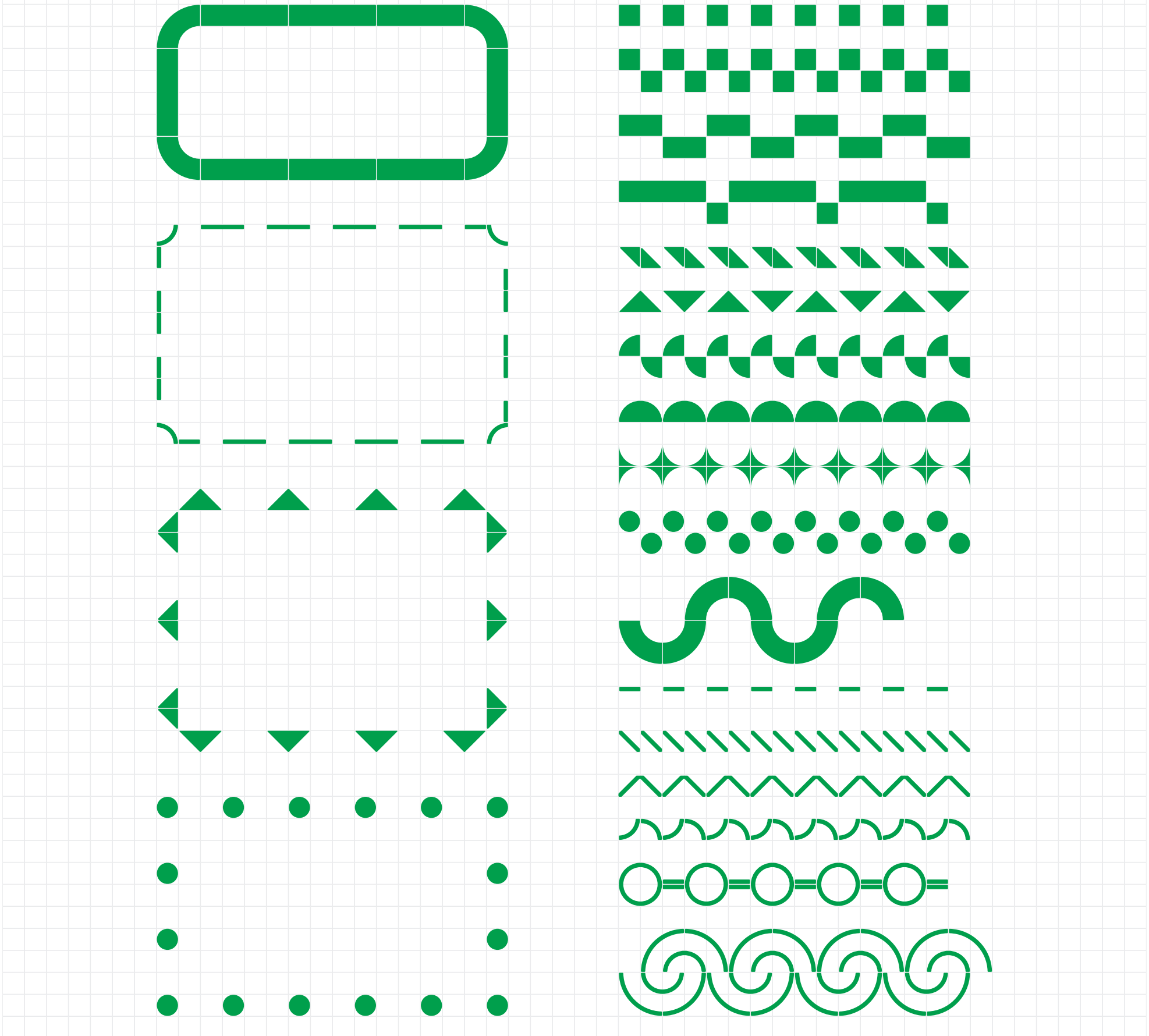

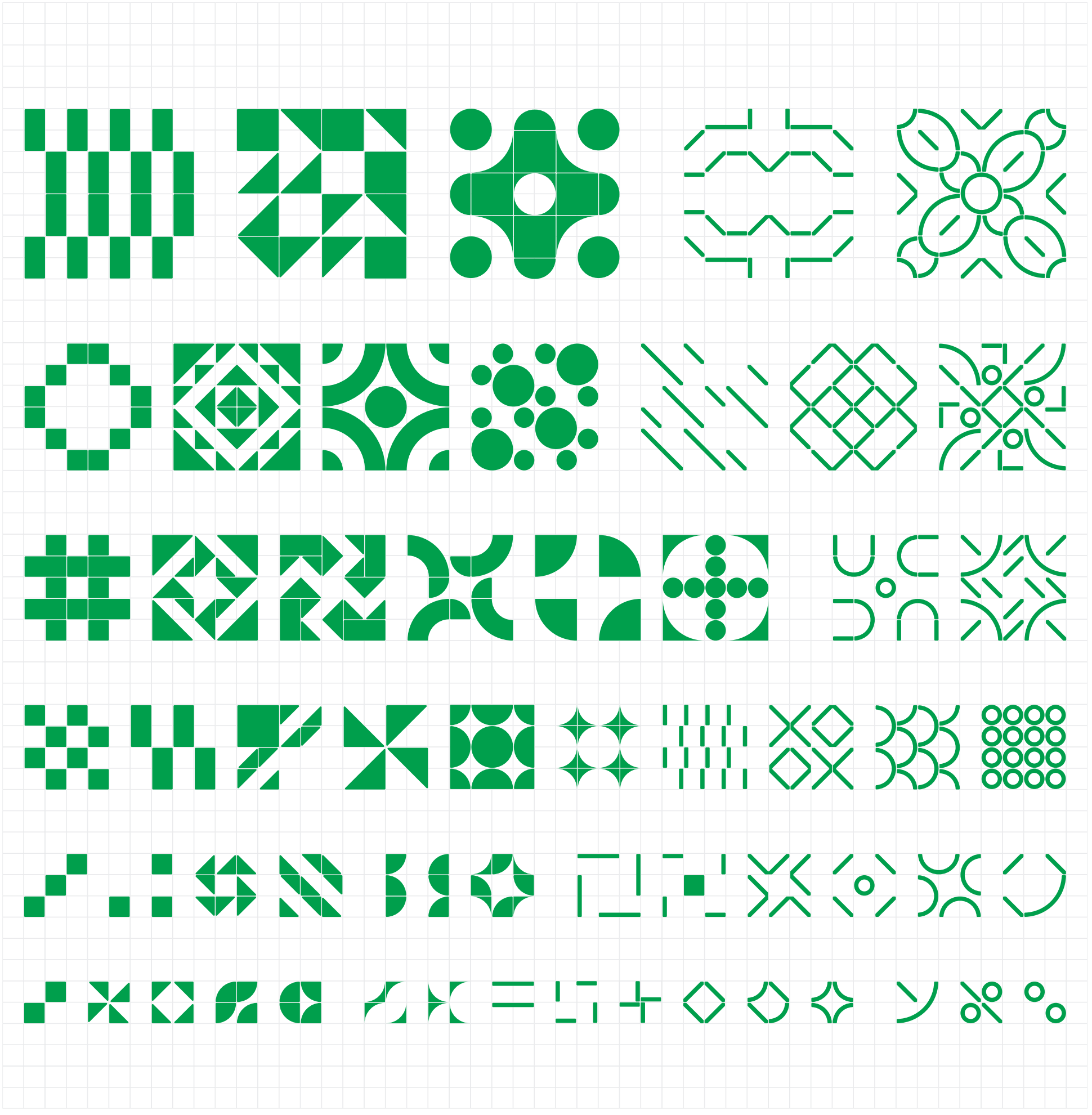

YOUR IDEAS HERE . . .

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