

16
Geese!



FANCY



HAMILTON WAYZGOOSE 2024



Hamilton Wood Type & Printing Museum
Two Rivers, WI • November 8–10, 2024

PROUD SUPPORTER OF THE HAMILTON WOOD TYPE & PRINTING MUSEUM

MARK SIMONSON

marksimonson.com

Welcome to Hamilton!

Welcome to the Hamilton Wood Type & Printing Museum. Thank you for joining us live and in-person in Two Rivers. This is our 25th anniversary as a museum and we are celebrating 16 years of Wayzgoose.

Please share your story over the weekend: **#hwtwayzgoose #wayzgoose2024**

   @hamiltonwoodtype

All types are welcome at Hamilton and at Wayzgoose. The museum's goal is for everyone to be able to engage physically, intellectually and socially while here. We have mobility devices available upon request. A quiet room is also available. An alternative space for viewing and hearing presentations is available in the Gallery. You can request other accommodations at the front desk or by emailing wayzgoose@woodtype.org.

The spaces where we currently gather, learn and create on today are all on the ancestral lands of the Menominee Indian Tribe. The Menominee have called these lands home for 10,000 years. Through treaties, legislation and prejudices, the Menominee saw their lands and rights reduced. Today, their reservation takes up just a fraction of what was once millions of acres of territory. We acknowledge the history of this land and the resiliency, culture and voices of the people who have stewarded it for millennia. We commit to creating inclusive, equitable and anti-racist cultural spaces. We will continue to learn, grow and do better than yesterday.

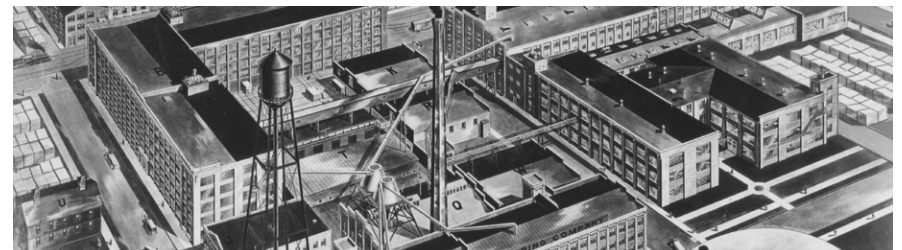


After Wayzgoose, please take our short online survey about the weekend. It should only take five minutes. Your input is very valuable and helps us make next year's event that much better. Thank you for your participation!

◀ <https://bit.ly/goosesurvey24>

History: A Working Museum

Founded in 1880, Hamilton Manufacturing was America's largest and longest wood type maker. For more than a century, the company defined entrepreneurship, craftsmanship and innovation. By the turn of the century, Hamilton had transformed from a one-man business to an operation that employed hundreds. Hamilton's legacy lives on today at the Hamilton Wood Type & Printing Museum. It's a working museum where wood type is still cut and letterpress prints are still created. It has one of the world's largest collections of wood type and the tools to use it. Year round, there are workshops, tours, and educational programs. This year, the museum celebrates 25 years of creativity and innovation. We invite you to participate by taking a class, becoming a member, and visiting the museum store, Hamilton Dry Goods.



Original Hamilton Manufacturing Co. factory artist rendering; University of Wisconsin Madison, Hubert R. Wentorf Collection

Our 25th Anniversary

In 2024, Hamilton Wood Type & Printing Museum celebrates 25 years! Our theme, “Rooted in History: 25 Years of the Hamilton Museum” commemorates our journey, beginning with the museum’s opening on May 28, 1999 thanks to the dedication of the Two Rivers Historical Society and visionary local businessman James Van Lanen, Sr. After five years of planning, the museum opened in a 30,000-square-foot space on the site of Fisher Hamilton, very near the original Hamilton Manufacturing Company factory. Today, the museum honors the legacy of James Edward Hamilton, Hamilton Company employees, and the Two Rivers community who helped shape American printing. Their influence lives on in printers, designers, and students that visit from around the world and will be preserved for generations to come. Here’s to a silver anniversary full of “Ham Pride” and creativity!

Wayzgoose Ambassadors

Wayzgoose Ambassadors are available to help you! They can show you around the Museum and the Welcome Wagon activities. They will tell you more about the culture and traditions of the weekend and can introduce you to other attendees. Look for the folks with an Ambassador pin-on button to ask questions or have a nice chat.

With Gratitude

A big round of applause to Frank Baseman and Base Press (along with Thomas Jefferson University Visual Communication Design students Emma Prushan and Hailey Riley) for creating the Hamilton Wayzgoose 2024 Brand Identity Design System conference materials including this program, social media posts, tote bag, name tags, signage, and slides.

Thanks also to Katherine Fries and students of Hullabaloo Press at the University of Indianapolis for their work designing and letterpress printing the event poster.

Much gratitude to our talented Hamilton Wayzgoose crew—we couldn’t do it without you! So many individuals help make this event happen, including our dedicated Wayzgoose Volunteer Coordinator Celene Aubry, our AV Queen JP Porter, our Bartender Extraordinaire Gretchen Hils, our talented event photographer Henrique Nardi, our thoughtful videographer Michael Ditmer, our exceptional Wayzgoose Committee Members: Celene Aubry, Erin Beckloff (with heartfelt thanks for her invaluable help), Katherine Fries, Tracy Honn, Henrique Nardi, Marnie Powers-Torrey, Jim Moran, Dan Rhatigan, and Tom Walker. We also extend a huge round of thanks to our year-round volunteers for their incredible dedication—the museum is able to achieve so much because of you.

Hamilton Dry Goods Store

The Hamilton Dry Goods store is an on-site and online retail store featuring hand-printed posters, apparel, books, and much more. Be sure to check out the new Wayzgoose section of the store that features products from speakers, volunteers, and conference attendees.

Store Hours

Friday: 8:00am – 7:00pm • Saturday: 10:00am – 7:00pm • Sunday: 9:00am – 1:00pm

Badge Experience

Available at the Dry Goods Store: The Starter Set Badge Experience includes six pinnable patches and a guide. “Think Scouts meets Wayzgoose!” Be sure to get one if you missed out last year or this is your first time at Hamilton.

Each year, in addition to the Starter Set, we do a special edition badge set. Don’t miss out on this year’s set of three pinnable patches designed by keynote speaker Heather Moulder, presenter Vida Sačić, and Hamilton Visiting Artist Tom Walker plus a limited edition zine from Minneapolis printer Patrick Schultz.



Badge by Heather Moulder



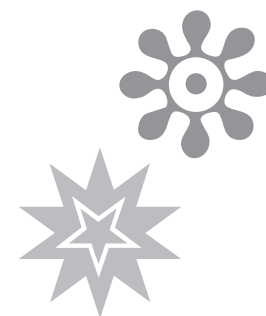
Badge by Vida Sačić



Badge by Tom Walker

A Special Memento

As a community service, the Postal Service™ offers pictorial postmarks to commemorate local events nationwide. This year, keynote speakers Antonio Alcalá and Heather Moulder created a special design for Wayzgoose. To ensure everyone can participate, each conference goodie bag includes a letterpress-printed card, featuring wood type and ornaments from the museum’s collections, designed and printed by Maggie Liesch-Koss. Each card comes with a Bluegrass Forever stamp, also designed by Antonio and Heather. Simply fill out your card, address the envelope, and drop it off in the mailbox located in the Hamilton Dry Goods store. We’ll finish your envelope with a special Wayzgoose-only cancellation stamp. Additional cards, postcards, and Bluegrass Forever stamps are also available for purchase in the store.



Join the Ham Fam!

Become a Museum Member Today!

As a member, you provide crucial support for the museum. Your generosity helps us conduct high quality, hands-on programming; enables us to offer diverse, engaging exhibits; and amplifies our ability to preserve history for creative use today. Inquire about membership in the Hamilton Dry Goods store or find more information at woodtype.org.

To celebrate our 25th Anniversary members save 25% in the Hamilton Dry Goods Store!

Friday Activities

Experience the museum and spend time with old friends and new, wandering and talking, and participate in these open experiences. No registration is required to participate!

Throughout the weekend, look for our Ambassadors with large buttons to answer questions and help you out. Especially if it's your FIRST Goose, on Friday they'll be ready to show you around the museum and share the culture and traditions.

History & Happenings Tour of the Museum

11:00–Noon, Meet at the Registration Desk

Led by Master Printer Emeritus, Jim Moran, learn about the history of the Hamilton Manufacturing Company and the exciting things the museum is doing today.

Tiny Type Cart

1:00–5:30pm, Everywhere!

The **Tiny Type Cart** will be tooting around the museum for some Wayzgoose shenanigans. Come play printer with Alexander Landerman and Brad Vetter and be sure to ask for some extra treats.

Behind the Scenes Tour

2:00–3:00pm, Meet at the Registration Desk

Find out all the inky secrets on this special behind-the-scenes tour with Jim Moran.

Type Cleaning Social

2:00–4:00pm, Gallery

Lend a hand with an essential part of preserving the collection and clean some Hamilton wood type. Learn about the care it takes to keep type alive and ready to be inked up for another 100 years. Gloves will be provided!

Printing with Pixels

2:00–4:00pm, Gallery

Join creator Brandon Gamm for an interactive session where you can explore printing with PRIXEL, a stamp kit that blends pixel art, movable type, and play. Whether you're a seasoned printmaker or just print-curious, this session provides a relaxed setting for creating postcard-sized prints.

Educators + Emerging Printers & Students

2:00–4:00pm, Gallery

Gather casually at these open tables to meet educators or emerging printers like yourself!

Border Stamping

2:00–4:00pm, Wood Type Manufacturing Area

Our border stamping machine is unique, and will be in action for your viewing pleasure. Brought back to life by industrial archaeologist Daniel Schneider and demonstrated by Hamilton Wood Type Cutter, Jen Anne.

Make-and-Take a Print

2:00–5:30pm, Display Hall

Get inky and print on one of Hamilton's presses with some wood type, of course.

Wood Type Production

4:15–5:00pm, Wood Type Manufacturing Area

See wood type being produced on the museum's pantographs. Learn about the entire process of making wood type, from half round to finished piece. The border stamping machine will also be on display.

Chainstitching: Jenna Blazeovich of Vichcraft

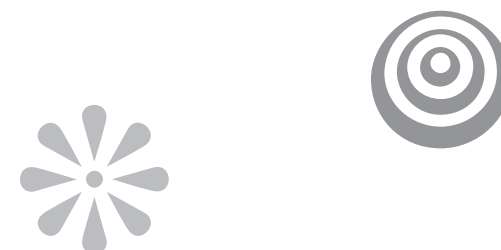
2:00–6:00pm, Presentation Hall

Bring your own garments to have them chainstitched on a vintage, hand-crank embroidery machine. Items that work best are denim, canvas, or other woven (non-stretchy) fabrics, like jeans cuffs, denim jackets, and tote bags. T-shirts and thin knit/stretchy fabrics are not ideal for chainstitch. **ADDITIONAL FEE.**

Book Signing with Annie Atkins

3:00–5:00pm, History Room

Keynote speaker Annie Atkins will be available to sign her books, *Fake Love Letters*, *Forged Telegrams*, and *Prison Escape Maps: Designing Graphic Props for Filmmaking* and the recently released *Letters from the North Pole*. Limited copies will be available in the Dry Goods store for purchase. Preordered books can be picked up at Wayzgoose registration.



Saturday Swap and Sale

10:00am–12:00pm, Presentation Hall, Central Room, and Gallery

Join the fun and bring prints, posters, and print/design related items to trade. There will be pre-registered vendors at tables with items to swap or buy. You can participate in this event by walking around and just carrying the items you would like to swap with others, in addition to buying from vendors.

Sponsors

Sponsor tables start Friday night and will be up through the end of the conference.

Amalgamated Coloured Printers
Association
Archetype
Boxcar Press
Hoffmitz Milken Center for Typography
Archetype Press
Jim Sherraden

Neenah
Partners in Print
Tribune Showprint
Typeco
Virgin Wood Type
Wood Engravers Network



Vendors

Frank Baseman, Base Press
Ben Blount
Stephanie Carpenter, hello.stephanie
Julie Chen
Emily Conway, Tiny Hen Studio
Brandon Gamm, PRIXEL
Ferro Goldinger
Philip Hassett
Brad Vetter
Matthew Kelsey, Liber Apertus Press
Valerie Lucas, Bowerbox Press
Nicole Manganello, radical emprints
Sarah Matthews
Erin McAdams, UW Art Department

Kenya Mitchell, Pure Artistry
William Moran
Robert Mullen
Benjamin Rinehart, Snark Art
Gabriela Rivera, Gabbguy
Lindsay Schmittle, Gingerly Press
Rachel Simmons
CJ Sparks
Ian Van Mater, Letterpress Depot
Cory Wasnewsky, Three Cheers Press
Jeffrey Wilkson, Wizards of the Coast
Tammy Winn, Red Door Press
Nora Young



Welcome to the family, Etta!

Cheers to the newest member of the Type Legacy family



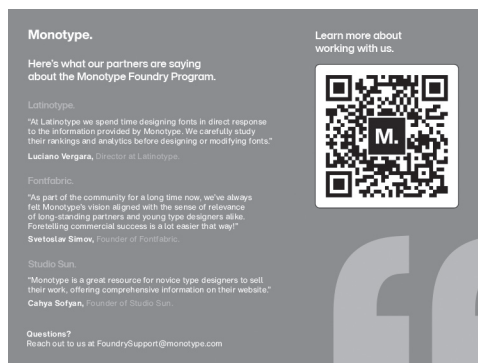
On display at the museum!
Online from Adobe Fonts!
As wood type from Hamilton!

Exhibitions

Annual Wayzgoose Posters: With the 2024 conference, Hamilton will have hosted 16 Wayzgoose events since its founding as a museum. Each conference has been commemorated with a custom-designed poster. Every year, a different letterpress printer generously donated their talent and time printing conference posters for all Wayzgoose attendees. We are excited to bring you this exhibit that showcases all of the conference posters along with the stories behind them! Make sure to sign the two copies of this year's poster located in the gallery. One for the museum and one for the classroom at Hullabaloo Press at the University of Indianapolis.

Wood Engravers' Network 5th Triennial: This exhibit by members of the Wood Engravers' Network features 60 contemporary relief engravings representing an international group of artists from Belgium, Ireland, Canada, India, the United Kingdom, and the United States. The 5th Triennial Exhibit was juried by Max Yela, Head of Special Collections at the University of Wisconsin-Milwaukee Libraries. This exhibit celebrates the vibrant world of wood engraving, where tradition meets innovation, and craftsmanship intertwines with artistic expression.

Really Big Prints! This exhibit features work from Really Big Prints, a biennial steamroller printing event. In July 2023, 40 artists from around the country brought their teams and really big printing blocks to Hamilton, resulting in this wide-ranging exhibit.



Schedule of Events

Friday, November 8

8:00–9:00am	Workshop Registration	Registration Desk
9:00am–4:00pm	HANDS-ON WORKSHOPS <i>Must be pre-registered for Workshops; Workshops break for lunch 12–1pm.</i>	
	Wish You Were Here: Greetings from Two Rivers Antonio Alcalá & Heather Moulder	Silver Buckle Press
	The Writing is on the Wall! Lorrie Frear	Offsite: Hamilton Community House
	Letters of Intent: An Alphabet Folio from Sister Mary Corita Rick Griffith	Classroom
	Buying a Heidelberg Platen: How to Assess a Machine for Purchase Benjamin Jones	Central Room
	Press Forward: Posters in Arabic, Hebrew, Spanish, Swedish and More Anna Bredeson, Molly Poganski, Elana Schwartzman & Andrea Shaker	Staff Press Room
	Animated Wood Type David Wolske	Offsite: Lester Public Library
10:00am–7:00pm	Registration Open to All	Registration Desk
11:00am–noon	History Museum Tour with Jim Moran	Registration Desk
Noon–1:00pm	LUNCH <i>Boxed lunches must have been pre-purchased during registration.</i> Served in Central Room	Seating in Display Hall
2:00–6:00pm	Welcome Wagon Activities <i>See pages 4 & 5 for more information.</i>	
2:00–3:00pm	Behind-the-Scenes Tour of the Museum	Registration Desk
3:00–5:00pm	Book Signing with Annie Atkins <i>Books available for purchase at Dry Goods store.</i>	History Room
4:15–5:15pm	Wood Type & Border Production Presentation	Wood Type Mfg. Area
4:00–11:00pm	HAPPY HOUR CASH BAR	Served in Central Room
5:45–7:15pm	LIGHT DINNER Seating in Display Hall, History Room, & Gallery	Served in Central Room
7:30–7:45pm	Opening Remarks for 16th Annual Wayzgoose	Presentation Hall
7:45–8:10pm	Sarah Matthews: Finding Faith in Print	Presentation Hall
8:15–9:15pm	Keynote Speaker: Annie Atkins	Presentation Hall
9:15–11pm	Cash Bar & Telling of Tall Type Tales	Display Hall

Saturday, November 9

9:00–10:00am	Setup for Swap & Sale Vendors <i>Pre-registered vendors only in the building.</i>	Gallery & Central Room
10:00am–noon	Registration Open	Registration Desk
10:00am–noon	Print Swap & Sale	Gallery & Central Room
Noon–2:15pm	LUNCH (off-site) <i>Specific areas of the museum closed. See page 17 for local dining options.</i>	
2:15–2:20pm	Introduction to Afternoon Presentations	Presentation Hall
2:20–2:50pm	Wood Type Lives!	Presentation Hall
2:50–3:15pm	Tonja Torgerson & Christa Carleton: Body Politic	Presentation Hall
3:15–3:45pm	Print Futures Live!	Presentation Hall
3:45–4:00pm	BREAK	Gallery
4:00–4:25pm	Val Lucas: Typecasting Revival	Presentation Hall
4:25–4:50pm	Sarah Finn: Short History of Gugler Lithographic Co.	Presentation Hall
4:50–5:15pm	Jennifer Farrell: Worst Hits: 25 Years of Failing up	Presentation Hall
5:20–7:00pm	DINNER & CASH BAR <i>Bar remains open until close</i> Seating in Display Hall, History Room, & Gallery	Served in Central Room
7:00–7:15pm	State of the Museum	Presentation Hall
7:15–8:15pm	Keynote Speakers: Antonio Alcalá & Heather Moulder	Presentation Hall
8:15–9:00pm	Type Trivia & Raffle Draw! Mary Bruno & Jason Wedekind	Presentation Hall
9:00pm–midnight	After Party at The Hook (aka Rudy's Lanes)	

Sunday, November 10

8:00am	Museum Opens	
8:30–9:00am	Coffee & Donuts	Gallery
9:00–9:10am	Introduction to Morning Presentations	Presentation Hall
9:10–9:35am	Kelsey & Andrew McClellan: Beverly Sign Co.	Presentation Hall
9:35–10:00am	Taekyeom Lee: This is also TYPOGRAPHY	Presentation Hall
10:00–10:25am	Mitchel Ahern: Tales from a Letterpress Shop Death Doula	Presentation Hall
10:25–10:35am	BREAK	Gallery
10:35–11:00am	Vida Sačić: Home Body Land	Presentation Hall
11:00–noon	Keynote Speaker: Elysa Voshell	Presentation Hall
Noon	Conference Wrap Up... Thanks for Coming	Safe Travels!
1:00pm	Museum Closed	

Keynote Speakers

Annie Atkins

Friday, November 8, 8:15–9:15pm, Presentation Hall

Vernacular Spectacular



How I stopped designing like a designer and stepped into the shoes of a 19th century sign-painter, in a hurry, in the rain. Join Annie Atkins, renowned graphic artist for films such as *The Grand Budapest Hotel* and *Indiana Jones*, on this whirlwind tour through the highs and lows of designing in character.

Heather Moulder & Antonio Alcalá

Saturday, November 9, 7:15–8:15pm, Presentation Hall

Letterpress “Forever:” Printing a First-class Stamp

What is it like to work as an art director for the United States Postal Service? How is stamp artwork chosen? What exactly goes into preparing that one square inch that will last forever? USPS art director Antonio Alcalá will demystify the stamp making process from concept to finished piece, and highlight projects where letterpress is the star. Heather Moulder will join him to talk about her experience creating the 2024 Bluegrass stamp artwork, and the impact a project like this can have in a rural community.



Elysa Voshell

Sunday, November 10, 11am–noon, Presentation Hall

Amplifying Diverse Voices through the Power of Print

Letterpress printing is a powerful act of human expression that can inspire connection and dialogue. For 40 years, Minnesota Center for Book Arts has been cultivating community through educational and artistic programs centered around letterpress printing at its studios in the Open Book building in downtown Minneapolis and through community partnerships.

To increase access to letterpress printing for the diverse communities that call Minneapolis home, in 2021 MCBA commissioned the creation of new wood type that would allow more languages to be printed. MCBA worked with the Hamilton Wood Type & Printing Museum to create diacritic marks to be printed with MCBA’s existing wood type (English language characters) to print Swedish, Spanish, and other languages. Then, MCBA identified languages that contain about 30 or fewer characters that can be arranged to print any word in the language. Of those languages, MCBA considered cultural community-based organizations the organization had an active relationship with and a desire to letterpress print in that language, and commissioned the creation of Arabic and Hebrew wood type language sets. Hamilton cut the diacritic marks and Hebrew type from maple using a pantograph machine and a chisel. The Arabic typeface was designed by type designer Nadine Chahine and cut using a CNC router by Ryan Molloy.

Since commissioning the type, MCBA has been leveraging this unique asset to build community and amplify artists’ voices. This talk will focus on the artistic and community projects made possible by this new type, and MCBA’s plans for continuing to build our wood type collection and expand access to the empowering act of letterpress printing.

Friday Featured Speaker

Sarah Matthews

7:45–8:10pm, Presentation Hall

Finding Faith in Print

At Hamilton Wayzgoose, I would like to share my journey over the last decade. Creating artist books and prints has been a voyage of self-discovery. Through each creation, I’ve found solace and purpose, even when feeling isolated in my craft.

One of the most significant pieces is “Homage to NMAAHC,” a flag book that pays tribute to the National Museum of African American History & Culture. And one of my most recent prints is the Bent Letterpress poster, featuring Dr. King’s powerful quote: “A man can’t ride your back unless it’s bent.” It reminds me to be resilient in the face of adversity.

In collaboration with Lauren Emeritz, “SPACE: Known/Unknown” delves into book arts, using “space” as a metaphor. Our series of 14 sewn-bound artist books invites viewers to explore the interplay between the familiar and the unknown.

Moreover, “A Mother’s Love” Print celebrates the legacy of my grandmother, Mary Ruth. Despite only having an eighth-grade education, she was a prolific writer, and I honor her through this print. Scanning images of her poetry into Photoshop and turning them into polymer plates, I created a variable edition that celebrates her, her handwriting, and her sacrifice. Each print is a tribute to her resilience and love, reminding me of her enduring influence on my creative journey.

Through my presentation, I will show and talk about my transformative journey from liking to hating and then falling in love with letterpress. I hope to celebrate the power of print to shape personal and collective narratives, finding faith in our creative identities together.

Saturday Featured Speakers

Geri McCormick, Scott Moore, Ryan Molloy & James Grieshaber

2:20–2:50pm, Presentation Hall

Wood Type Lives! Making Wood Type Today

Embark on an illuminating journey with a panel of today’s foremost wood-type artisans, each representing a distinct and crucial maker methodology: CNC, laser cutting, and traditional pantograph router cutting. Prepare to be captivated as each panelist unveils their closely guarded production secrets in dynamic five-minute presentations. Through a seamless blend of videos, images, and captivating narratives, they will guide you through their step-by-step process.

Leading the discussion is wood type expert Geri McCormick from Virgin Wood Type, ensuring insightful moderation throughout. Joining the conversation are Scott Moore (Moore Wood Type), James Grieshaber (Virgin Wood Type) and Ryan Molloy. Together, they will delve into why modern wood type remains an indispensable element in the realm of creative letterpress printing.

This panel will discuss the myriad challenges confronting contemporary wood type makers, from wood sourcing to achieving type height, from uncovering elusive font patterns

to pioneering new designs. They will also unravel the complexities of reproducing fonts across various line sizes, underscore the significance of meticulous finishing, and explore the cost-effectiveness of novel type production methods.

Expect discussions on groundbreaking wood typefaces and imagery such as the innovative Hebrew font Migdal, a revival of Page No. 504 called Salida, and the making of Swiss Arrow Handy Boxes for the Provisional Press. As the session concludes, the panelists and moderator eagerly await your questions, so come armed with inquiries and prepare to engage with the modern masters of wood type design and production.

Tonja Torgerson & Christa Carleton

2:50–3:15pm, Presentation Hall

Body Politic: a collaboration

Tonja Torgerson and Christa Carleton will present on their collaborative series 'Body Politic'. Printmakers Carleton and Torgerson work together to highlight the tumultuous position of the body and gender roles. Using letterpress, screenprint, and woodcut, their prints reference broadsides, and the use of print-media to create and destabilize current ideas about our bodies.

Split between Indiana and Montana, the artists respond to one another and these topics layer by layer, building a dialogue across the country and within each print. Carleton and Torgerson will delve into the intricacies of their collaborative process, offering insights into their use of the figurative nude as a tool for critiquing the modern societal landscape while sharing about the creation of 'Body Politic' and its ongoing outcomes.

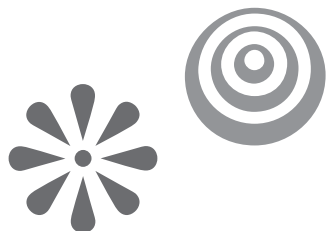
Maggie Murphy, Gabby Rivera & Tess LeNoir

3:15–3:45pm, Presentation Hall

Print Futures LIVE!

Print Futures is back by popular demand! Hear from three Print Futures all-stars LIVE. Rapid-fire presentations from emerging printers Gabby Rivera, Maggie Murphy, and Tess LeNoir will get you excited about the future of letterpress. Pushing the boundaries of letterpress tools, text, and image, these new voices in letterpress not only move the craft forward, they give us an inspiring glimpse of where the field of letterpress printing could go in their capable hands. Let's give them all a warm Wayzgoose welcome!

Print Futures provides a new, unique platform for upward mobility in the letterpress community. To date, Print Futures has featured 28 emerging artists and educators, whose virtual lightning talks and ensuing discussions build bridges, encourage, and support the next generation of printers. Print Futures is co-produced semi-annually by Partners in Print (PiP) and Letterpress Educators of Art & Design (LEAD).



Val Lucas

4:00–4:25pm, Presentation Hall

Typecasting Revival: Engraving and Electrodepositing New Matrices

Typecasting is alive and well. Learn how this tradition is staying vibrant. Val Lucas has worked with her mentor, Jim Walczak, to learn the art of engraving new casting matrices for the Monotype Sorts Caster. She is creating brand new borders and ornaments of her own design, and to date, has designed five sets of type for printers to play with. While these designs are new creations, she's also been working with Ian Edelson of Small Capital Press to electrodeposit matrices from existing type to re-create old ornaments that are no longer available. Ian has re-engineered the electrodepositing method to create a new casting matrix, and together, they've successfully grown a new mat and used it to cast new type.

Sarah Finn

4:25–4:50pm, Presentation Hall

A Short History of the Gugler Lithographic Company

The Gugler Lithographic Company was founded in Milwaukee in 1878 by German immigrant Henry Gugler and his two sons, Julius and Henry Jr. The Guglers started small, printing letterhead and checks for businesses. The firm gained a national audience when they landed Pabst Brewing Company as client. Gugler printed the brewing giant's product labels, stationery, and promotional materials such as posters and showcards. By World War II, Gugler was one of Wisconsin's largest operating printing companies, printing everything from food can labels to billboards for a local and national clientele. The company remained a family business for nearly 80 years until 1956 when Ralph Gugler died. In 1966, the firm was acquired by Journal Communications, and by 2005 the Gugler brand ceased to exist at all.

The Milwaukee Public Library is proud to have 1,136 posters printed by the Gugler Company, and a set of Gugler sample books dating from 1891 through 1944. These materials can be viewed by appointment at Milwaukee's Central Library, and there is an ongoing project to digitize this collection for researchers to access online.



Jennifer Farrell

4:50–5:15pm, Presentation Hall

Worst Hits: 25 years of failing up at Starshaped Press

What can go wrong in printing? Everything.

Turn printing into a business and the opportunity to fail increases exponentially! Instead of showcasing the successes of running Starshaped Press for the past 25 years, Jen will focus on the unpleasant side rarely shared in public but communally experienced by small businesses. This ranges from client miscommunications, accounting missteps, damaged papers, equipment fails and life emergencies. In spite of setbacks, these painful and sometimes humiliating experiences are regular coursework in the School of Hard Knocks and can lead to surprising learning opportunities. We'll discuss ways to meet challenges and move through the difficulties to grow a creative practice, a business, and the attitude to take the misses with the hits.

Sunday Featured Speakers

Kelsey and Andrew McClellan

9:10–9:35am, Presentation Hall

The Golden Age of Sign Design: The Lost Sketches of Beverly Sign Co.

In the summer of 2022 a small group of Chicago sign painters worked to preserve two large wood panel signs that were painted on a building slated for demolition. The uncovering of these 1920s and 1930s signs lead to a discovery that one the signs was painted by Jack Briggs of Chicago, IL. Jack Briggs went on to start Beverly Sign Co on the Southside of Chicago. This revelation led the painters to a large collection of Beverly Sign Co drawings saved by a young union sign painter in the 1970s, who had held onto them for the past 50 plus years. With the drawings the team published a book about the Beverly Sign Co titled *The Golden Era of Sign Design: The Rediscovered Drawings of Chicago's Beverly Sign Co*. This collection of drawings are a look into the development of modernist sign design and exemplify the work of some of Chicago's best lettering artists and designers. Beverly Sign Co was renowned for developing the design method of "Panelization" and what was ultimately termed the "Chicago Look", which utilizes bold shapes and colors to break up text and catch the viewer's attention. This design approach along with the studied and snappy lettering styles went on to influence an entire generation of sign makers from the mid-century onward to today. Much of modernist sign design is based on the design principles developed by the designers at Beverly Sign Co, including Ken Millar, Clyde Sellars, and Mike Borda, whose original drawings are now compiled in the book.

Taekyeom Lee

9:35–10:00am, Presentation Hall

this is also TYPOGRAPHY: an exploration into creating tangible typography using 3D printing

The relationship between technology and design has always been intertwined, and there is a growing demand for the combination of typography and 3D printing. Notably, 3D printing has become more refined, common, and accessible, offering new tools to push the boundaries of typography in terms of concept and medium. Since the advent of printing technologies, designers and printers have dedicated centuries to effectively conveying information via visual materials to audiences.

Humans have five basic senses, and touch, being the first to develop, plays a crucial role in how we perceive the world. Visuals and touch are closely linked, and touch can significantly enhance the user's experience with printed text. Digital fabrication can revolutionize how we perceive printed text, as tangible type combines both senses and provides a rich, intuitive, fun, and memorable tactile experience. For this project, various conventional and unconventional materials in 3D printing, such as ceramic, plastic, elastic material, wax, metal, and even soap, were used to explore the challenges and potential for tangible typography.

This project is not just a creative endeavor, but a practical innovation with potential applications in professional practices and educational settings, such as typography, graphic design, and digital fabrication courses. The outcome provides multi-dimensional experiences, making it a valuable tool for designing for people with vision impairment, showcasing the real-world impact and value of this innovative approach.

Mitchel Ahern

10:00–10:25am, Presentation Hall

True Tales From a Letterpress Shop Death Doula

As Director of Operations for the Museum of Printing, Mitchel Ahern is present at the scene of dozens of letterpress shop end-of-life events, where he says things like, "I know this is an emotional time, but I do thank you, and your father, for preserving these historic printing artifacts," and "We appreciate your stewardship of these materials for the next generation of printers and print historians," and "Wow, this is a lot of stuff—is there any other way out of the basement?"

In this presentation, Mitchel will tell true stories of retrieving mountains of printing materials on a short timeline; managing expectations of the family, the pain of leaving things behind, discovering cartons of materials left at the museum, the promise and terror of the phrase "we'll just drop it off", dealing with cranky old printers, how to deal with questionable materials, and what exactly does "dock height" mean.

He will cover the ambiguity of donation descriptions, packing, crating, getting things out of cellars, and into cars, trucks, vans and trailers. He'll talk about identifying presses, type, and strange objects that might, or might not, have something to do with printing. There will be discussion of selling presses, type, cabinets, paper, ink and other material to printers, decorators and the general public.

Vida Sačić

10:35–11:00am, Presentation Hall

Home Body Land

At various moments in our lives, many of us find ourselves questioning where our true home is and where it should be.

The experience of being an immigrant can uniquely shape one's understanding of home. Immigrants often face the painful remark of being told to "go home" by their neighbors, prompting many to reevaluate their perceptions of home as a mental and emotional space rather than just a physical one.

Vida has also grappled with these questions. In her work, she has come to see the body as a portable home—a place where one always belongs. As a printer, she uses her craft to broaden the concept of home. By bringing wood type from Croatia to the United States, she has established a studio that transcends geographical boundaries and creates a sense of belonging.

Her practice will be showcased through the development and production of her work titled "Home Body Land," which was printed at the Hamilton Wood Type & Printing Museum. This series consists of four large prints, each measuring 58 inches high and 44 inches wide, with an edition of four for each print. Each print features large wood type from Hamilton's collection, hand-inked and printed on white Stonehenge paper. The prints draw inspiration from her writing and her teaching practice with immigrant students, who play a crucial role in shaping her approach to this project. Vida will discuss their contributions to the ideas that form the foundation of this work.

"Home Body Land" will be part of the exhibition "Making an Impression: Immigrant Printing in Chicago" at the Newberry Library, curated by Jill Gage. The exhibit opens in December 2024. In her presentation, Vida will reference the artists and materials featured in the exhibit and highlight their work.

Thank You, Sponsors!

Our heartfelt gratitude goes to our sponsors.

We would also like to thank the Logan Foundation, Windgate Foundation, and West Foundation for their generous, year-round support.

**MARK
SIMONSON**

N
NEENAH

Adobe

Monotype.

Bijou Type

DRY Inc.

Explore Two Rivers

Hoffmitz Milken Center for Typography

Tracy Honn

Partners in Print

Wood Engravers' Network

Jim Sherraden

Bank First

Boxcar Press

Douglas Paschen & Jane Bradshaw Finch

Eggers Industries

Rotary Club of Two Rivers

Still Bend / The Bernard Schwartz House

The Amalgamated Coloured Printers' Association (ACPA)

Tribune Showprint

TYPECO

Virgin Wood Type

Two Rivers Dining Map



CONFERENCE MAPS

A Lighthouse Inn

Lakeside View
1515 Memorial Dr
(920) 793-4524

B The High Lift

Coffee Shop
1207 Madison St

C McDonald's

Fast Food
1414 Lake St
(920) 793-2239

D Subway

Subs
1400 Washington St
(920) 794-8111

E Kurtz's Pub

German Themed
1410 Washington St
(920) 793-1222

F Casa Mexico

Mexican
1535 Washington St
(920) 533-6900

G Waverly Inn

Pub & Pizza
1202 16th St
(920) 794-1709

H Red Bank Coffee

Coffee & Tea in Schroeder's
1623 Washington St
(920) 793-2241

I Washington House

Home of the Ice Cream Sundae!
1622 Jefferson St
(920) 793-2490

J Cool City Brewing

Taproom & Restaurant
1718 West Park St
(920) 657-1325

K Fatzo's

Pizza & Subs
2001 Washington St
(920) 794-1333

L Connie's

Cozy Diner (Cash Only!)
1303 22nd St
(920) 794-8500

2024 Note: Closes at 2pm on Sat

M Port Sandy Bay

Pizza & Friday Fish Fry
6421 County Rd 0 #2
(920) 793-2345



Museum Map

Hamilton Wood Type & Printing Museum

1816 10th Street

Two Rivers, Wisconsin 54241

(920)663-8671 • info@woodtype.org • www.woodtype.org ➤

