Dear Mr. Paul Stanard

I feel quite weak but not strong enough, as the We have been 27th April

Geoffrey Chaucer
S. Lewis Carroll

"R. said about stopping at minute's
to try to stop a Bankerspatch.

And that I might be to acknowledge in part,
your somewhat kind offer, friends— or, let me say, that of my other friends— with the help of my last Formal Manuscript, my almost Bed-cum-Chair-Ridden state, this Semi-formal M.S. must suffice.

Air Mail
Via the North Atlantic Air Service.

U.S.A.

RIT PRESS
SPRING 2015
About RIT Press
RIT Press is a scholarly publishing enterprise at Rochester Institute of Technology. Established in 2001 as RIT Cary Graphic Arts Press, the Press initially focused on publishing titles that documented graphic communication processes, printing history, and bookmaking. As its editorial policies have evolved, the Press has broadened its reach to include content that supports all academic disciplines offered at Rochester Institute of Technology, our host institution. These include — but are not limited to — business, computer science, applied science and technology, engineering, graphic arts, deaf studies, and liberal arts. In 2007, an additional imprint, RIT Press, was established for all titles not related to the graphic arts. As of 2013, all publications will carry this imprint.

RIT Press is dedicated to the innovative use of new publishing technology while upholding high standards in content quality, publication design, and print/digital production. The Press offers specialized titles for niche academic audiences, trade editions for mass-market audiences, occasional limited editions with unique aesthetic standards, as well as gift items.

The Alexander S. Lawson Publishing Center
Our office space, the Alexander S. Lawson Publishing Center, opened in 2007. The striking design of the facility is based on the golden section, a schema that figured in historical book design. Glass walls enclose a sales area, conference room, and gallery. Hermann Zapf designed the typography for some 30 stimulating quotations that adorn the glass. The Lawson Center is located on the second floor of the Wallace Center at RIT, adjacent to the Melbert B. Cary, Jr. Graphic Arts Collection. Visitors are welcome; we are typically open 9-5 Monday through Friday, but feel free to call ahead to ensure we will be available.

To Place an Order
Call us Monday through Friday, 9–5 Eastern time. For secure online credit card orders 24 hours a day, please visit our website. To order by mail or fax, printable order forms are available online. A full publication list is available through our website. Prices subject to change.

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Forthcoming Titles
Preview a selection of our forthcoming book titles on the inside back cover of this catalog.
The Dark Night Returns

The Contemporary Resurgence of Crime Comics

by Terrence R. Wandtke

Crime comic books in the 1950s caused controversy leading to their suppression and near extinction. Twenty-five years later, the dark hero, femme fatale, and bleak outlook of crime story comic books are even more striking and subversive. Terrence Wandtke traces the history of crime comics from their beginnings to the current resurgence and analyzes the cultural forces that give rise to influential works like Frank Miller’s *Sin City*, Brian Azzarello’s *100 Bullets*, and Ed Brubaker’s *Criminal*.

About the Author

Terrence Wandtke is a professor at Judson University where he teaches courses on film, literature, and comic books. His books include The Meaning of Superhero Comics (McFarland) and the collections The Amazing Transforming Superhero (McFarland), and Ed Brubaker: Conversations. He is the founder of the Imago Film Festival and the area chair of Comics and Comic Art for the Popular Culture Association.
Highlights of the Cary Graphic Arts Collection

at Rochester Institute of Technology

by Steven K. Galbraith, Amelia Hugill-Fontanel, Kari Horowicz

Since its founding in 1969, the Cary Graphic Arts Collection at Rochester Institute of Technology has grown from the personal library of its namesake Melbert B. Cary Jr., to one of the nation’s premier libraries on graphic communication history. *Highlights of the Cary Graphic Arts Collection* brings this history to life with a selection of items that not only exemplify the scope and mission of the library, but are treasures in their own right. The catalog features milestones in the history of printing, diverse examples of fine press printing, artists’ books, and rare artifacts from *The New York Times* Museum of the Recorded Word.
History of the Linotype Company
by Frank Romano

From the Victorian era to the start of the twenty-first century, the Mergenthaler Linotype Company dominated the typesetting and printing industries. Unlike previous books which have ended with the invention of the Linotype, Frank Romano tells the rest of the story. This book details the products, the people, and the corporate activities that kept the company ahead of its competition in hot metal, phototypesetting, and pre-press technology. Over ten corporate entities eventually formed the U.S. manufacturer, which ended its corporate life as a division of a German press maker. What began in 1886 ended finally in May 2013, when the Linotype Library division of Monotype Imaging was closed down. After 127 years, the last resting place of the history of the Linotype Company is in this book.
Lella and Massimo Vignelli

Two Lives, One Vision

by Jan Conradi

*Lella and Massimo Vignelli: Two Lives, One Vision* is a portrait of two important twentieth-century designers whose careers intertwined since the 1950s. The Vignellis promote a modernist philosophy of designing for a better society: resourceful use of space and materials, clear communication, lasting quality, and logical functionality.

Through a mix of archival research and personal interviews with Lella, Massimo, and their many colleagues and clients, Jan Conradi documents the Vignellis’ nuanced approach to “cleaning up” an often chaotic and messy society by adhering to a minimalist and structured design method.

The Vignellis’ lifetime commitment to a world of design is marked by vibrant client relationships and unwavering attention to detail. With wit, grace, focus, and finesse, the Vignellis’ sustained pattern of working and living has influenced, and continues to inspire, generations of designers worldwide.

NEW RELEASE

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ISBN 9781939125071

ABOUT THE AUTHOR
Jan Conradi is a Professor of Graphic Design at Rowan University in Glassboro, New Jersey, where she teaches typography and design history. She is the author of Unimark International: The Design of Business and the Business of Design and a member of the AIGA.
Vignelli Drawings

A Collection of Sketches for Book Design
by Massimo Vignelli

RIT’s Vignelli Center for Design Studies has produced a new book, Vignelli Drawings. For the first time readers can look inside Massimo Vignelli’s book design process. Never seen before, ten of his book designs are deconstructed showing his page grid, hand drawn sketches and the photography on the printed pages. Vignelli said, "The grid is an integral part of book design. It’s not something that you see physically. It’s just like underwear. You wear it but it is not exposed." In this age of digital visualization, it is refreshing to see a master designer’s ability at drawing.
Elaine Lustig Cohen

*Modernism Reimagined*

by Aaris Sherin

Elaine Lustig Cohen is widely recognized for the client-based design work she produced in the 1950s and 1960s. Influenced at an early age in Modernism, she was later rewarded with accolades for her work as a fine artist in painting and collage. Aaris Sherin focuses on Cohen as a multi-faceted designer, paying particular attention to the book covers she designed for Meridian Books and New Directions. The author provides a critical overview of Cohen’s career based on interview sessions with the artist along with full color examples of her work. This is the fifth book in the Graphic Design Archives Chapbook Series.
HAYDN

Edited by Michael E. Ruhling

HAYDN, the journal of the Haydn Society of North America, is dedicated to the dissemination of all areas and methodologies of research and performance considerations regarding the music, culture, life and times of Joseph Haydn and his circle. Each semiannual issue includes large and small articles, reviews, reactions to previous articles, and other new and pertinent information. Its Web-based format is intended to take full advantage of current and emerging electronic media. Issue 5.1 will be published in May 2015. For information on subscription plans, please contact Press Business Manager, Laura DiPonzio Heise, lmdwml@rit.edu.

CONTENTS OF ISSUE 5.1
A Portrait of Nicolaus Esterházy, the “Good Prince” (1714-1790), Commemorating His 300th Birthday by János Malina
Aspects of Performance—Performing Haydn: An interview with violinist Aisslinn Nosky by Michael E. Ruhling

ABOUT THE AUTHOR
Michael Ruhling, editorial director, has taught courses in music history and appreciation at Rochester Institute of Technology, and conducted the RIT Orchestra, since 1998. He has also taught courses at the Eastman School of Music, Goshen College, Huntington College, and The Catholic University of America. From 2004 to 2009 Ruhling served on the conducting and lecture faculty of the Classical Music Festival held each August in Eisenstadt, Austria. Publications include Johann Peter Salomon’s Scores of Four Haydn Symphonies: Edition with Commentary, and an essay on the symphonies of Michael Haydn for The Symphonic Repertoire, Vol. 1: The Eighteenth Century Symphony (forthcoming, Indiana University Press).
**Highlights from the Middleton Collection of Books on Bookbinding**

**Bernard C. Middleton**

This elegant cloth-bound, full-color catalog accompanied an exhibition of rare items from the Bernard C. Middleton Collection and was published to coincide with the Bookbinding 2000 conference at RIT. It includes illustrations and explanatory texts of the rarities on display—from historical ephemera to masterpieces of the binder’s art. A selection of some of Middleton’s most celebrated essays on bookbinding is also featured in this work.

7×10¾”, 124 PAGES, HARDCOVER, $50

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**Bookbinding 2000 Proceedings**

**Edited by David Pankow**

In June 2000 the RIT Cary Graphic Arts Collection hosted a conference, exhibition, and gala in honor of Bernard C. Middleton’s contributions to the art of bookbinding, and RIT’s acquisition of Middleton’s outstanding book collection. Some of the world’s foremost scholars and bookbinders presented a series of stimulating talks and detailed demonstrations at the event. This publication gathers the content of the six conference lectures into a fine volume with full-color illustrations.

7½×10”, 110 PAGES, SOFTCOVER, $21.99

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**Bookbinding 2000 Demonstrations**

These six videos present the demonstrations delivered at Bookbinding 2000. Along with their companion publication, *Bookbinding 2000 Proceedings*, they provide a complete record of the conference.

**Gold Tooling**

Michael Wilcox (113 Minutes)

**Fully Dressed In Leather: Conservation Style**

Don Etherington (68 Minutes)

**Edge-To-Edge Doublure**

Monique Lallier (110 Minutes)

**A Decorative Leather Covering Technique**

Anthony Cains (125 Minutes)

**The Concave Spine: Rigid Flexibility**

James Brockman (110 Minutes)

**The Exposed Spine Binding**

Louise Genest (122 Minutes)

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**Edges of Books: Specimens of Edge Decoration from RIT Cary Graphic Arts Collection**

**Steven K. Galbraith**

*Edges of Books* examines a familiar form from an unfamiliar perspective. When books are on display, it is usually their spines, covers, text, or illustrations that are featured. These are the familiar parts of the books—the parts that modern readers have come to interact with the most. *Edges of Books* takes a different approach, uncovering a tradition that extends back centuries in which the edges of books were important sites for information and decoration.

7×10”, 68 PAGES, SOFTCOVER, $16.99
**About More Alphabets: The Types of Hermann Zapf**
Jerry Kelly, foreword by Robert Bringhurst
This book, a companion volume to the Typophile Chapbook *About Alphabets* (1960, updated 1970), describes Zapf’s post-1970 type designs and provides new research on many of the earlier types. In this volume, Jerry Kelly describes the origins and history of numerous Hermann Zapf typefaces including Marconi, ITC Zapf International, Linotype Zapfino, and Zapf Civilité. Kelly also includes new information on the Palatino nova and Optima nova families. This new Typophiles Chapbook is profusely illustrated with type specimens and drawings, many of which have never before been reproduced.

**Spend Your Alphabets Lavishly! The Work of Hermann & Gudrun Zapf**
Jerry Kelly, introduction by David Pankow
“Spend Your Alphabets Lavishly”—a quote from Victor Hugo’s *Les Misérables*—aptly describes the lifework of two principal figures in contemporary graphic arts: Hermann and Gudrun Zapf. The Zapfs’ 50-year relationship with Rochester Institute of Technology is feted in this exhibition catalogue. It presents rare holdings of Zapf materials held at the Cary Collection—the foremost Zapf archive outside of Germany.

**Thinking in Script: A Letter of Thanks from Edward Johnston to Paul Standard**
Foreword by David Pankow, introduction by Mark Argetsinger
Paul Standard named Edward Johnston as ‘The great exemplar of modern calligraphy, the link between all scribes living and departed.’ With this auspicious introduction, it is no wonder that Standard became Johnston’s chief benefactor in later years, heading a fund drive to save Johnston from destitution in his infirmity. Johnston’s letter of thanks became one of Standard’s cherished possessions and is here recaptured in a beautiful duotone facsimile.

**The World of Alphabets**
Hermann Zapf
Collected here in this CD-ROM are 200 full-color digital reproductions of works spanning 60 years of Zapf’s rich career. Selected typeface sketches, calligraphic exemplars, broadside layouts, and book designs are united with some of Zapf’s personal archive. Each image is presented as a full-screen high-quality reproduction that can be viewed at an individual workstation or projected to a screen for audience and classroom viewing.

**The Work of Ismar David**
Selected by Helen Brandshaft, edited by David Pankow
Ismar David made his career over a broad spectrum of applied art: calligraphy, book arts, typography, and architectural design. *The Work of Ismar David* collects the designer’s lifework, following his training in Berlin through his career in Jerusalem and New York. His archives are held in the Cary Collection at RIT. The new and frequently updated Ismar David Electronic Archive is available at [http://www.shunnammite.com/idea/](http://www.shunnammite.com/idea/).
Manuale Zapficum
Typographic Arrangements of the Words By and About the Work of Hermann Zapf & Gudrun Zapf Von Hesse

This book commemorates the Zapfs’ ninetieth birthdays through beautiful typeface specimens set in homage to the classic design of Hermann Zapf’s masterpiece, his 1968 Manuale Typographicum. The 20 specimen designs in the book are based upon quotes about the couple’s oeuvre, each typeset in Zapf faces and letterpress printed by friends and colleagues. Contributors include Jill Bell, Rick Cusick, Jerry Kelly, Nancy Leo-Kelly, David Pankow, and Doyald Young. The Manuale Zapficum’s innovative specimen pages employ timeless Zapf faces such as Diotima, Optima, Palatino, and Zapfino, while including fresh uses of proprietary typefaces such as Hallmark Uncial and Hallmark Textura. Each is printed in red and black on Hahnemühle Biblio paper. The Campbell-Logan Bindery bound an edition of 100 copies in vellum and Fabriano paper.

8¼×12½", 24 PAGES, HARDCOVER, $180

Melbert B. Cary, Jr. and the Press of the Woolly Whale
David Pankow, Carl Purington Rollins, Kenneth Auchincloss

There is no doubt that Melbert B. Cary, Jr. reflected on what the books produced at his Press of the Woolly Whale might mean to those who acquired them. In the preface of his first book, The Vision of Sir Launfal, he declared, “Our intention [is] to publish only those text which appeal strongly to us, excluding those accepted classics, so completely accepted that they are never opened. Our interest lies only with those who read their books, cherishing them because of the enjoyment gained from using them.” The essays and bibliography that follow document the life and work of a man who loved books and who loved the making of books, from the formal to the ingenious and daring. Designed by Jerry Kelly, bound by Judi Conant, printed in letterpress and offset in an edition of 120 copies. Winner of AIGA 50 Books/50 Covers of 2002.

6×8¼", 80 PAGES, HARDCOVER, $200

Alphabet Stories: A Chronicle of Technical Developments
Hermann Zapf

After a complete sell-out of the American edition, RIT Cary Graphic Arts Press presents a second edition of Alphabet Stories. This book is enhanced by a letterpress-printed broadside designed by Zapf. Written as an anecdotal first-person account, the reader is treated to Zapf’s recollections of technical breakthroughs. Reproductions of his calligraphy, proofs, typographic specimens, and photographs complete the story.

7½×11", 150 PAGES, HARDCOVER, $65

The Book of Jonah
Ismar David, Chaim Potok

In this special edition of the Book of Jonah, content and form are intimately interwoven. The linear drawings, suggestive rather than realistic, are contemporary in style yet drawn in the spirit of a past in which naturalistic representations were avoided. The atmosphere of the past is further evoked by the use of Oriental style elements in the Hebrew writing. While the letterforms are contemporary in their simplicity they are informed by manuscript writing of the pre-medieval era. The English text is rendered in uncial capitals, a style preceding the development of minuscules. The timeless clarity of this style complements the Hebrew. This edition of 325 copies was printed by the Meriden-Stinehour Press, and bound by Judi Conant. Helen Brandshaft, who assisted in the preparation of this volume, rendered the Hebrew and English texts. Design and illustration are by Ismar David. The copies are signed by the artist.

CHISWICK BOOK SHOP
10¾×12", 40 PAGES, HARDCOVER, $100
A Specimen Portfolio of Wood Type in the Cary Collection
Melbert B. Cary, Jr. Graphic Arts Collection
Foreword by R. Roger Remington

Wood type in myriad designs—from stark condensed sans serifs to bizarre ornamental scripts—created variety in commercial advertising more than 180 years ago, and continues today to influence modern signs, posters, and billboards. The Cary Collection maintains an impressive collection of wood type, numbering over 300 fonts. This book showcases over 250 of our best wood type specimens, including many complete fonts and samples from unusual designs. All specimen reproductions were printed from the original wood type blocks, some distressed with 100 years of use and abuse. The resulting compendium is a rich typographic resource sure to delight any designer, scholar, collector and student of graphic arts history.

8½×11², 305 PAGES, SPIRAL BOUND, $19.95

Tempting the Palette: A Survey of Color Printing Processes
David Pankow

The book is intended to make the reader familiar with the history and identification characteristics of historic color printing processes. Twenty-five processes are described and illustrated here through informative texts and vibrant digital color reproductions. Numerous magnified detail illustrations show the tonal characteristics of each process. The majority of the image samples are drawn from the Cary Collection.

8½×11², 60 PAGES, SOFTCOVER, $30

The Printer’s Manual: An Illustrated History
David Pankow

As printing from movable type was perfected in the fifteenth century, the mysteries of its practice were guarded by a privileged few. The rapid spread of the new art depended on the development of a reliable mechanism for transferring knowledge, and printers naturally adapted the established practices of the medieval craft guilds. In this way, the art of printing was preserved and sustained, often carefully veiled from outsiders, and always the product of years of close study and practice. By the end of the seventeenth century, however, the pioneers of manufacturing technology and scientific inquiry were prying away at the rotting doors of medieval trade secrecy. The Printer’s Manual: An Illustrated History is based on an exhibition of the same name at the Cary Collection, and shows the history of printing manuals from 1683 to the end of the nineteenth century, including some of the rarest in existence.

6×9”, 80 PAGES, SOFTCOVER, $30

Red Cat Typography Pamphlet Set
Jan Tschichold, Alexander Lawson, Lee Engdahl

This pamphlet set includes Clay in the Potter’s Hand by Jan Tschichold, and An Older Typophile in the Nineties: A Typophile Keepsake by Alexander Lawson. These saddle-stitched booklets were letterpress-printed in limited editions in 1992.

ENGDAHL TYPOGRAPHY
5½×8¾”, SOFTCOVER
SET OF 2: $20 $7.50

The Albumen & Salted Paper Book: The History and Practice of Photographic Printing 1840–1895
James M. Reilly

The Albumen and Salted Paper Book is a descriptive history of the major photographic printing processes that were used between the years 1840-1895. These first 50 years of photography established a tradition of individual experimentation and craftsmanship where each photographer participated in the manufacture of the printing materials that were used. Albumen print and salted paper print were the ordinary, all-purpose materials of the time—albumen print is the second most common type of photograph ever made. This book describes both the technical information of these historical materials and offers the reader a very organized approach to this interesting process.

6×9”, 188 PAGES, HARDCOVER, $34.99
Twenty Years of the Frederic W. Goudy Award
Mark F. Guldin, Alexander Lawson, David Pankow
This work features stipple-drawn portraits and biographies of twenty recipients of RIT’s Frederic W. Goudy Award from 1969 to 1988. Zapf, Mardersteig, Chappell, Wolpe, Carter, and Frutiger are among the designers, typographers, and historians honored in this book. Printed by offset lithography in black ink with vermilion accents.

THE PRESS OF THE GOOD MOUNTAIN,
RIT SCHOOL OF PRINTING MANAGEMENT AND SCIENCES
7½ x 10½”, 80 PAGES, SOFTCOVER, $10

What Is Reading For?
Robert Bringhurst
This succinct and thoughtful essay is the text of a talk commissioned for a symposium entitled The Future of Reading which was held at RIT in June 2010. Written and designed by Robert Bringhurst, this limited edition is carefully crafted and letterpress printed. There are 450 copies printed on Mohawk Ticonderoga paper and 50 special copies printed on imported mould-made paper and signed by the author.

5 x 9”, SOFTCOVER, 40 PAGES, $29.95 MOHAWK PAPER, $99.95 MOULD-MADE PAPER

The Bentons
Patricia A. Cost
Foreword by Matthew Carter
The ease with which we can choose a typeface today from a plethora of options to fit a particular need is something we may take for granted, but it is possible only because of the tremendous amount of labor and ingenuity that came before. The story of the lives and work of Linn Boyd Benton and Morris Fuller Benton is an important chapter in the history of type, recalling a time in American history when men quietly worked at developing and improving mechanical technologies that they thought would continue evolving incrementally into the future.

7 x 10”, 400 PAGES, SOFTCOVER, $24.95 $18.95

The Scythe and the Rabbit
Simon de Colines and the Culture of the Book in Renaissance Paris
Kay Amert
Edited by Robert Bringhurst
Simon de Colines was one of the greatest typographers, printers, and publishers of the Renaissance. He has nevertheless been unfairly neglected. Apart from a pair of scholarly bibliographies, published a century apart, this is the first book length study of his work. Kay Amert’s insightful and informative research of de Colines, edited by Robert Bringhurst, reveals a major study of an important Renaissance figure.

6 x 9”, SOFTCOVER, 292 PAGES, $39.99

Printing History back issues

Printing History, the biannual journal of the American Printing History Association, publishes scholarly articles on the history of printing, publishing, books, type, typography, paper and related industries. Befitting a publication devoted to this subject it is beautifully designed, printed and illustrated, of course, and is available only in paper format. Printing History was founded in 1979; since then it has been edited by Susan Otis Thompson, Irene Tichenor, Renee Weber, David Pankow, William S. Peterson, and, currently, William T. La Moy. See our website for available issues.

AMERICAN PRINTING HISTORY ASSOCIATION
10⅞ x 7⅞”, SOFTCOVER, PRICES VARY
Print Media Distribution:
A Look at Infrastructure, Systems, and Trends
Twyla Cummings
with Bernice Lemaire
Print: in the right hands, in the right place, at the right time. That’s effective distribution—a critical step in the print supply chain. Dr. Cummings’ book, drawn from primary research studies, case-studies, and in-depth expert interviews, is the first publication to comprehensively analyze each player’s role in the distribution of printed product, offering workflow solutions that can provide significant advantages to print producers’ business models.
5½×8½”, SOFTCOVER, 176 PAGES, $18

Test Targets
RIT School of Print Media
Published annually, Test Targets is a collection of scholarly papers contributed by faculty, students, and alumni of Rochester Institute of Technology. It is a collaborative effort exploring the use of scientific method for color imaging and process control. The content is a result of student work to publish a technical journal for a graduate-level course, Advanced Color Management. Offered by the School of Print Media at RIT, the course is a platform to experiment and to realize a new digital imaging paradigm and the dynamics of teamwork.
VOLUMES 3.0–9.0 AVAILABLE
8½×11”, SOFTCOVER, $24.95 EACH

The New Medium of Print:
Material Communication in the Internet Age
Frank Cost
Print is so familiar that it remains invisible to the average person. Frank Cost has often wished for a small, fun-to-read book to give to people who were thinking about the world of print for the first time. Most of the available introductory books concentrate heavily on the technology, but say little about how people actually use print, let alone why. The New Medium of Print is a new kind of book: it provides an introduction to the underlying systems for the creation and distribution of print, as well as an exploration of its many and varied contemporary uses.
5½×8½”, SOFTCOVER, 272 PAGES, $10

Personalization:
Data-Driven Print and Internet Communications
Patricia Sorce
This book, the fourth volume in the Printing Industry Center Series, serves as a follow up to Dr. Sorce’s previous book, Data-Driven Print, published in 2006. Here, she documents the importance of utilizing personalization and custom communication techniques, and identifies the best practices, best prospects and associated business models for delivering top value to printing clients. In addition, several case studies provide real-world examples of this evolving industry.
5½×8½”, SOFTCOVER, 248 PAGES, $18
Vignelli: Transit Maps
Peter B. Lloyd with Mark Ovenden

Vignelli Transit Maps describes the history of the New York subway maps and follows this city’s transportation growth from separate, independent lines to one large system. Peter Lloyd uncovers the history of the Vignelli map that includes the legacy of the people who created and promoted this New York icon—as well as those who hastened its demise. The book includes a first glimpse at original, early development sketches of the famed map and of its recent successors.
9×12”, 128 PAGES, SOFTCOVER, $34.99

The Vignelli Canon
Massimo Vignelli

Italian designer Massimo Vignelli allows us a glimpse of his understanding of good design in this book, its rules and criteria. He uses numerous examples to convey applications in practice—from product design via signaletics and graphic design to Corporate Design. By doing this he is making an important manual available to young designers that in its clarity is entirely committed to Vignelli’s modern design.
6×8”, 112 PAGES, SOFTCOVER, $35

From the Eye to the Heart: 50 Logos / 50 Posters / 1 Book
Armando Milani

Renowned Italian graphic designer Armando Milani specializes in branding programs and posters for humanistic causes. This catalog shows the two sides of Milani’s profession, facing 50 logos with 50 posters: design for business alongside design for a better society and humanity.
ARMANDO MILANI/VIGNELLI DESIGN SPIRAL BOUND, $24.95

What Our Lettering Needs
Rick Cusick

This book is a thorough account of Hermann Zapf’s contributions to the artistry and success of Hallmark Cards, an experience that is now fully blended into the company’s rich heritage. Since the late ’70s, designer Rick Cusick has provided, in articles and presentations, most of what has been written about the Hallmark/Zapf association. This beautifully illustrated book is a tribute to Zapf’s own philosophy that the artist’s challenge is “to ensure, despite technology and mass production, that beauty is never lost.”
6¾×10”, SOFTCOVER, 136 PAGES, $24.95
Claude Bragdon and the Beautiful Necessity
Edited by Eugenia Ellis and Andrea G. Reithmayr

Claude Bragdon (1866–1946) was a first-generation modernist architect, illustrator, critic, theorist and theater designer. Bragdon practiced architecture in Rochester, New York throughout the Progressive Era. Although his masterpiece, the New York Central Railroad Station, was demolished in the 1960s-70s, the First Universalist Church, the Bevier Memorial Building, the Peterborough Bridge near Toronto, and nearly 100 residences remain today. A prolific and influential writer, Bragdon published more than twenty books and hundreds of articles. He was nationally known for his graphic art, his writing on the fourth dimension, his Song & Light Festivals of 1915–1918, and his role in theater's New Stagecraft. He had technical and artistic expertise in many disciplines, making it difficult to categorize his work into a specific stylistic trend. Bragdon's work as an early modernist is important both in its own right and as a key to other 20th-century architects' work. This catalogue, which accompanied a 2010 exhibition of the same name at University of Rochester's Rare Books & Special Collections, includes thirteen essays on Bragdon's work and a gallery of nearly 250 illustrations. Winner of the 2011 Leab Award.
8½×11½”, 240 pages, softcover, $49.95 $24.97

The American Image: U.S. Posters from the 19th to the 21st Century
Mark Resnick with R. Roger Remington

The “modern” American poster has figured prominently in virtually every major political, social, commercial, and cultural development in the country. With arresting images and text, these posters have informed and “sold” Americans on election campaigns, the nation’s war efforts, protest movements, consumer products, travel, entertainment, etc. They also comprise a history of U.S. graphic design, reflecting dramatic changes in style, advertising theory, and printing, as well as the emergence of key graphic designers. The American Image provides a rare survey of this popular art, spanning more than one hundred years. Selected from the Resnick Collection, the book analyzes some 70 posters representative of every significant style and theme. They range from design masterpieces to works of historical value, from posters by renowned designers to those created anonymously, and from celebrated images to those never before published. This handsome book includes superb, full-color reproductions; an incisive essay on American poster design by RIT professor R. Roger Remington; and a preface and authoritative commentary on each image by Mark Resnick.
8×11”, 112 PAGES
SOFTCOVER $29.99 $14.99
HARDCOVER $50

The Art of the Book in the Twentieth Century
Jerry Kelly

Through the selection of eleven master designers, Jerry Kelly illustrates a wide range of styles: from classically inspired design and historical revival, to novel and modern layouts. He describes the care with which each designer combined typographic elements in his own unique way. The selection of these designers, ranging from Updike to Zapf, is only a small sampling of the practitioners that the twentieth century produced, but they are indicative of the wide range of book design styles achieved during this exceptionally dynamic century.
9×12”, 200 PAGES, HARDCOVER, $39.95

Where Would the Button Be Without the Button Hole? . . .
George Tscherny

This book is about designs born of necessity; often spontaneously, always pragmatically. It is also about the particular sensibility of graphic designer George Tscherny and his ability to find beauty or art in the most ordinary things, and to communicate this appreciation to others. Experience his infectious enthusiasm for “anonymous,” “ad hoc,” or “vernacular” design, for objects that have an aesthetic appeal in spite of themselves, for creations that are both ingenious and ingenuous.
8×11”, SOFTCOVER, 32 PAGES, $19.95 $9.97
The Graphic Design Archives Chapbook Series celebrates the achievements of key design pioneers whose work is held in the Special Collections at RIT Libraries. From the inaugural acquisition in 1986, RIT’s holdings have grown to include the work of eighteen designers.

**The format and size of this new series of books, dedicated to the graphic designers in the RIT Graphic Design Special Collections, expresses the intention of reaching a wide audience of scholars and students, as well as design professionals.” —Massimo Vignelli**

**Lester Beall: Space, Time & Content**
R. Roger Remington, Massimo Vignelli

*Lester Beall: Space, Time & Content* explores the work of Lester Beall through reproductions of RIT’s comprehensive holdings. Beall (1903-69) gained prominence through his ads, posters and identity projects commissioned from such high-profile clients as the *Chicago Tribune*, *Collier’s* and *Time* magazines, the Rural Electrification Administration and International Paper Company. Throughout his career, Beall’s award-winning design and high principles made him a favored lecturer in professional and educational circles. He is now considered as one of the chief proponents of the American Modernist Design movement.

7½×7½”, 36 pages, illustrated, $15.99

**Will Burtin: The Display of Visual Knowledge**
R. Roger Remington, Amy J. Vilz

*Will Burtin: The Display of Visual Knowledge* explores the work of Will Burtin (1908–72), designer, visionary, and teacher. Whether in advertising, exhibits, magazines, or other print material, his constant goal was to provide the audience with optimum communication of the content. Burtin designed visual training manuals for gunners during World War II, served as art director of *Fortune* magazine, organized several ground-breaking design conferences, and worked as a design consultant for the pharmaceutical giant Upjohn. Burtin had a unique ability to visually express complex concepts in a sophisticated yet aesthetically pleasing and accessible manner; this became the defining characteristic of his work.

7½×7½”, 40 pages, illustrated, $15.99

**Cipe Pineles: Two Remembrances**
Estelle Ellis, Carol Burtin Fripp

*Cipe Pineles: Two Remembrances*—Cipe Pineles (1908-91) strengthened the visual appeal of each of these magazines with her award-winning design and art direction. Her groundbreaking work in the 1940s and 50s set the standard for the appearance of women’s magazines in ensuing decades. This volume’s vibrant reproductions of pen-and-ink sketches, fashion layouts, and gouache illustrations will orient readers to RIT’s extensive Pineles Collection. The book also introduces Pineles’s personal history through essays by Estelle Ellis, and Carol Burtin Fripp.

7½×7½”, 44 pages, illustrated, $15.99

**Purity of Aim: The Book Jacket Designs of Alvin Lustig**
Ned Drew, Paul Sternberger

*Purity of Aim: The Book Jacket Designs of Alvin Lustig* is a colorful and well-researched representation of Alvin Lustig’s book cover designs. Lustig (1915–55) used the book cover as a vehicle of his bold graphic experimentation that was enhanced by a lifelong collaboration with James Laughlin, founder and publisher of New Directions Books. As a modern designer, Lustig’s interests spanned many fields: architectural, industrial and interior design which served as an expression of his deeply held convictions. For him, the designer was not a single-minded specialist, but an integrator of many art forms—and simultaneously, as he saw it, a spokesman for social change.

7½×7½”, 88 pages, illustrated, $21.95
Bernie Boston: American Photojournalist
Therese Mulligan
RIT alumnus Bernie Boston (’55) was a witness to American history as a news photographer. He chronicled the civil dissension and strife of the 1960s, prompted by the Civil Rights and anti-Vietnam war movements; the inner sanctum of the White House and its presidential residents; and history-making newsmakers, scandals, conflicts, and triumphs. This publication is the first survey of his photojournalistic career.
8×8”, 104 PAGES, $24.99

Mother Daughter: Posing as Ourselves
Elaine O’Neil, Julia Hess, Deborah Willis, Perri Klass, and Sheila Solomon Klass
Through daily portraits, this five-year project charts the physical and emotional changes of two women at the opposite ends of the “young woman” spectrum. Each day, Elaine and Julia stopped their separate activities and met in their living room to pose for a portrait. Through the lens of the camera, these moments have come to define the years of their shared experience.
8½×8½”, 144 PAGES, SOFTCOVER, $49.95

Photo-Editing and Presentation
Douglas Holleley
This book introduces photographers, print-makers, and other graphic artists to the creative possibilities of image editing and presentation. By employing the principles outlined in this book readers can expect that the content of their work will be more coherent and accessible, not only to an audience, but also more importantly to themselves.
6×9”, 140 PAGES, $24.95

Teaching Photography: Notes Assembled
Philip Perkis
This slim, unassuming book has been an unexpected hit in photography circles. An accomplished photographer and educator, Perkis draws from four decades of teaching experience, and he has distilled his knowledge into this volume of thoughts on visual perception, successful photo lesson exercises, and practical teaching advice for photography instructors.
6×9”, 80 PAGES, $19.99

Unfinished Stories: The Narrative Photography of Hansel Mieth and Marion Palfi
Janet Zandy
Unfinished Stories presents a parallel study of the lives and narrative photography of Hansel Mieth (1909–1998) and Marion Palfi (1907–1978). Mieth was the second woman staff photographer employed by Life magazine. Palfi’s photo of Henry Street Settlement kids was the first cover of Ebony magazine. German born emigres who never met, they constructed remarkably similar photo narratives of unseen America.
8.5×10.5”, 224 PAGES, SOFTCOVER, $34.99

Becoming Visible
Jessica Catherine Lieberman
Becoming Visible brings together scholarly discussions of visibility and illness, photographs of an experience in treatment for Hodgkins lymphoma, and personal testimonial about that time. An artistic and academic contribution to the fields of trauma studies, disability studies and auto-pathography, this cancer journey reveals how the forces of art and narrative can contribute to social dynamics for change.
8×10”, 144 PAGES, SOFTCOVER, $19.95

Images from Science & Images from Science 2
Organized by RIT School of Photographic Arts and Sciences
These exhibit catalogs feature exciting contemporary photography from the fields of astronomy, physics, engineering, medicine, and microbiology, submitted by photographers from around the world.
IFS: 144 PAGES, 8½×8½”, $4.95
IFS 2: 160 PAGES, 8½×8½”, $21.99
The School of Hard Knocks: The Evolution of Pension Investing at Eastman Kodak
Russell L. Olson

Russell L. (‘Rusty’) Olson, a consultant on institutional investing, retired in 2000 as director of pension investments, worldwide, for Eastman Kodak Company. He had overseen Kodak’s pension funds since 1972. Over the 1980s and 1990s (and through 2004) Kodak’s pension fund was one of the best performing pension funds in the country.

Epicurus: His Continuing Influence and Contemporary Relevance
edited by Dane Gordon, David B. Suits

The philosophy of Epicurus (c. 341-271 B.C.E.), has been a quietly pervasive influence for more than two millennia. At present, when many long revered ideologies are proven empty, Epicureanism is powerfully and refreshingly relevant, offering a straightforward way of dealing with the issues of life and death.

Lucretius: His Continuing Influence and Contemporary Relevance
edited by David B. Suits, Timothy J. Madigan

Lucretius (c. 99 BCE–c. 55 BCE) is the author of De Rerum Natura, a work which tries to explain and expound the doctrines of the earlier Greek philosopher Epicurus. Lucretius’s philosophy is connected to contemporary philosophy such as existentialism and that aspects of his thought work against trying to separate the sciences and the humanities.

Epictetus: His Continuing Influence and Contemporary Relevance
edited by Dane R. Gordon, David B. Suits

Epictetus (c. 50-c. 120 CE) was born a slave. His master, Epaphroditus, allowed him to attend the lectures of the Stoic philosopher Musonius Rufus and later gave him his freedom. From numerous references in his Discourses it is clear that Epictetus valued freedom as a precious possession. Epictetus’s teachings about freedom and human dignity have echoed through the millennia-in the writings of Spinoza, Thomas Paine and Martin Luther King, Jr., to name a few.

New Essays on Adam Smith’s Moral Philosophy
edited by Wade L. Robison, David B. Suits

Adam Smith (1723–1790) was a Scottish philosopher who, with his good friend David Hume, can be ranked as the most famous of the 18th century “Scottish Enlightenment” philosophers. The essays in this volume give us a better understanding of the complexities and subtleties of Smith’s thought about matters of morality and about his relations with Hume.

It Isn’t Just Business, It’s Personal
Arunas A. Chesonis and David Dorsey

Rochester-based PAETEC Communications CEO Arunas Chesonis and his people tell how, by following a handful of basic ethical principles, their company has emerged as an example of how to succeed in the twenty-first century, not just in telecom, but in any industry.

Telecommunications History & Policy into the 21st Century
Ronald G. Fulle

This book provides an overview of the telecommunications environment and the factors that have shaped this industry from its inception through 2009. Fulle presents a valuable examination of telecommunications, not only from its technological advances, but through case studies and analysis of the four components of industry change.

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6x9", 236 PAGES, SOFTCOVER, $24.99

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6x9", 172 PAGES, SOFTCOVER, $8.99

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6x9", 254 PAGES, SOFTCOVER, $24.99
RIT Press is pleased to announce a new series on Popular Culture, beginning with four groundbreaking titles in the Comics Studies Monograph Series, edited by Dr. Gary Hoppenstand, Professor of English at Michigan State University. Written by some of the finest scholars working in comics studies, each title will be attractively designed in a uniform format and will examine the history, the dynamic art and culture of comics and graphic novels.

**Narrative Structure in Comics: Making Sense of Fragments**
Barbara Postema

In *Narrative Structure in Comics: Making Sense of Fragments*, Barbara Postema seeks to explain how comics communicate and create meaning, with an emphasis on two aspects of comics. She first examines the pictorial quality of comics, which receives more emphasis than verbal/textual elements. Her second focus is upon the storytelling and narrative qualities of comics, as well as the literary explorations they provide. The “narrative structure” refers to the potential of images, the storytelling capacities of panels, and the sequence of panels, in addition to the more traditional narratological concepts. Overall, the author presents a credible rationale for the way in which comics structure their narratives. RIT Press is pleased to announce *Narrative Structure in Comics: Making Sense of Fragments* as the first book published in its Comics Monograph Series. Gary Hoppenstand, Professor of English at Michigan State University, is the Series Editor.

7×10”, 188 PAGES, SOFTCOVER, $29.95

**Superheroes in Crisis: Adjusting to Social Change in the 1960s and 1970s**
Jeffrey K. Johnson

As the founding fathers of the superhero comic books, Superman and Batman have defined a genre of American mythology from the mid-twentieth century to the present. The author describes how the Man of Steel and the Dark Knight dealt with their midlife crises brought on by the cultural and social changes of the 1960s and 1970s. Johnson describes how the superheroes’ problems and adaptations mirror much of American societal changes during that time. This book details how the nation’s comic heroes reflected the substantial changes within American society. *Superheroes in Crisis* is the second book in the Comics Studies Monograph Series. The series editor is Dr. Gary Hoppenstand, Professor of English at Michigan State University.

7×10”, 142 PAGES, SOFTCOVER, $29.95

**Visual Communication: Perception, Rhetoric, and Technology**
Edited by Diane Hope

Thought-provoking chapters by visual scholars are pulled together from Diane Hope’s conferences on “Visual Communication: Rhetoric and Technology.” Appropriately, the list of scholars proves as eclectic as the field itself — from experts in cognitive processing to economists. Published in collaboration with Hampton Press.

6×9”, 276 PAGES, SOFTCOVER, $35

**From My Seat on the Aisle: Movies and Memories**
Jack Garner
Foreword by Robert Forster
Preface by Scott Pitoniak

*From My Seat on the Aisle* chronicles more than 30 years of Jack Garner’s experience as a nationally syndicated film critic for the Gannett newspapers. His book compiles the best of his essays, reviews, and interviews with many Hollywood celebrities such as Audrey Hepburn, Clint Eastwood, Meryl Streep, Jimmy Stewart, Woody Allen, and Philip Seymour Hoffman. Garner offers a unique perspective into the world of film that is humorous, anecdotal, and insightful.

6×9”, 260 PAGES, SOFTCOVER, $19.99
Local Interest

**No Room for Democracy: The Triumph of Ego over Common Sense**

Richard M. Rosenbaum  
Foreword by Henry A. Kissinger

Dick Rosenbaum, born to a Jewish immigrant family in 1930s upstate New York, traces his career as a Cornell Law student, a practicing attorney in Rochester, New York, head of his county’s Republican Committee, and a nomination as the youngest New York Supreme Court judge in history.  
6×9”, 320 PAGES, PAPERBACK $17.95  
HARDCOVER WITH DUST JACKET $27.95

**The Old Bank: The Rochester Savings Bank and its Presidents and Trustees From 1831 to 1983**

James C. Duffus

This book chronicles the dynamic life span of an important Rochester institution, a mutual savings bank, that by definition, was owned by its depositors and operated for their benefit. It also chronicles the contribution of some of the Presidents and Trustees to the Rochester community.  
6×9”, 108 PAGES, SOFTCOVER, $19.95

**Jewel of the Sports World: The Story of the Hickok Belt Award**

Scott Pitoniak  
Foreword by Muhammad Ali

Icons Muhammad Ali, Mickey Mantle, Arnold Palmer, Jim Brown, Sandy Koufax and Joe Namath were among the athletes who wore this belt made from genuine alligator skin featuring a five-pound, solid gold buckle, encrusted with diamonds, rubies and sapphires. From 1950 to 1976, the Hickok Belt was the most coveted and respected individual award in all of sports, given to the professional athlete of the year at a banquet held in Rochester, N.Y.  
10×7”, 152 PAGES, SOFTCOVER, $24.95

**The Life and Letters of Kate Gleason**

Janis F. Gleason

Susan B. Anthony called her the ideal business woman of whom she had dreamed fifty years earlier. Playwright Eugene O’Neill saw her as the symbol of greed and emasculating ambition. Kate Gleason (1865–1933), groundbreaking nineteenth-century industrialist, mechanical engineer, and real estate developer, was her own best invention. The truth of her dynamic life, in all of its complexity, is revealed in Janis Gleason’s biography of this legendary American woman.  
6×9”, 204 PAGES, SOFTCOVER, $17.95  
HARDCOVER WITH DUST JACKET $24.95
New Beginnings: Acquiring and Living with a Cochlear Implant
Edited by Michael Stinson and Gerard Buckley
Fifteen stories written by deaf/hard of hearing individuals who have had cochlear implants are told within the context of unique histories that are intimate, personal and moving. Readers will gain insight into the personal struggles and challenges for those who made the decision to get a cochlear implant. The writers share their process over the decision to obtain an implant as well as the delights and disappointments in hearing with one. Many of the book’s contributors noted how their involvement in the deaf community and Deaf culture influenced their perceptions of cochlear implants.
6×9”, 258 PAGES, SOFTCOVER, $17.99

Sentinel: The Design, Fabrication, and Installation of the Monumental Sculpture by Albert Paley at Rochester Institute of Technology, NY
Edited by James Yarrington, with Sam Hunter, Frank Cost
Albert Paley’s Sentinel has transformed the face of Rochester Institute of Technology: a dramatic focal point in the heart of campus. This book chronicles all aspects of Sentinel’s inception, through essays and an interview with the artist himself.
9×11 1/2”, 128 PAGES, SOFTCOVER, $35.99

Moments of Truth: Robert R. Davila, the Story of a Deaf Leader
By Harry G. Lang, Oscar P. Cohen, Joseph E. Fischgrund
Withstanding childhood poverty in a migrant farming family and an illness at age 11 that left him profoundly deaf, Robert R. Davila became one of the first deaf persons in history to earn a doctorate. This book is a tale of self-discovery and resilience appealing to all who face overwhelming odds, especially deaf children who are sure to be inspired by his legacy.
6×9”, 240 PAGES, $18 PAPERBACK, $26 HARDCOVER, $9.99 EBOOK

View It! The Art and Architecture of RIT
David Pankow, Becky Simmons, Houghton Wetherald
The cohesive fabric of patterned brick on RIT’s unique campus is the backdrop for a significant collection of public art. The publication of this guide to RIT art and architecture marked the milestone of the university’s 175th anniversary.
5×10”, 76 PAGES + GATEFOLD MAP, SOFTCOVER, $9.95

RIT Then & Now: A Book of Postcards
The twenty-three mailable postcards within this wonderful book illustrate a slice of RIT’s history, through a mix of historic photographs, contemporary views, academics, and student life. Heavyweight pages are perforated for easy removal.
7×4 3/4”, 24 PAGES, SOFTCOVER, $9.95

With Fire: Richard Hirsch A Life Between Chance and Design
Scott Meyer
With Fire is the story of ceramic artist Richard Hirsch, and an examination of the work for which he is so widely celebrated. This richly illustrated book presents the life of an artist whose career spans some of the most important developments in the American Clay Movement. Hirsch established a connection with legendary Japanese Living Treasures, the Raku and Ohi families, whose influence created a lasting pedagogical and creative link to the West that continues today.
9×11”, 160 PAGES, SOFTCOVER, $24.99

Colleagues
John Retallack and Anne C. Coon
Using ground-breaking advances in printing technology and a bold approach to graphic design, RIT Press presents Colleagues, a visually stunning collection of portraits by John Retallack with a companion poem, “Enter the Eyes” by Anne C. Coon.
8×10”, 112 PAGES, $29.99+$19.95
Your friends and family will enjoy these greeting cards, featuring historic reproductions of items held in the Cary Collection at RIT. Cards are printed in color on the front with a blank interior, and they look great framed, too! All card sets are packaged in clear gift boxes and contain eight 4½x6” cards (two each of four different designs), with envelopes, unless otherwise noted. See them all on our website.

ALL CARD SETS: $7

WILL BRADLEY SERIES 1
HARPER’S POSTERS BY EDWARD PENFIELD
JAPANESE WOOD BLOCK PRINTS
MEDIEVAL MANUSCRIPT LEAVES
NURSERYM’S CATALOG FLOWER SET 1
NURSERYM’S CATALOG FLOWER SET 2
NURSERYM’S CATALOG FRUIT SET 1
NURSERYM’S CATALOG FRUIT SET 2
POKER WOODCUTS
W.H PAGE WOOD TYPE
ASSORTED BIG SHOT 8 DIFFERENT IMAGES
SCHOEN PLACE BIG SHOT
FRENCH PAINTED ALPHABETS
GREEK ORNAMENT
LONDON IN THE 19TH CENTURY
SNOWFLAKE PHOTOMICROGRAPHS
Letterpress Notecards
These simple stationery sets are printed at the Cary Collection, drawing from our historical collection of metal and wood type. Sheets are blank, with a color illustration at the top. Colors may vary. More than forty designs are available—see them all on our website.

4 SHEETS WITH ENVELOPES, 4¾×5½”, $3

Mini Notebook
Spiral-bound notebook features a letterpress-printed cover and a variety of paper stocks on the inside. Choose from top or side binding.

4×5”, SPIRAL BOUND, $4.95

Peach Tote Bag
These durable cotton totes feature colorful prints. Plenty of room for your books, clothes, or groceries—you name it! Natural cotton cloth.

14×14×3”, $5

Perpetual Calendar
This perpetual calendar will never go out of date as you flip through richly varied typographic styles! Sign painting at the turn of the twentieth century was an art form that required the skill of a trained artisan, as letters played a key role in the beautification and decoration of shop exteriors. The French master sign painters, Ducompex and Fleury, issued exquisitely chromolithographed alphabet model books to serve as inspirations for their fellow tradesmen. The characters in this calendar are reproduced from a selection of their alphabet plates; showing everything from curvilinear Art Nouveau and Gothic types in extreme perspectives to subtly shaded italic and roman forms.

9×3½”, SPIRAL BOUND, $14.95

Holiday Letterpress Cards and Valentines
Choose from a variety of holiday greetings in different languages, non-denominational messages, and special valentines for your loved ones. May include quotations from Buddha, Channing, Dickinson, Keller, Rilke, Whitman, and others. These cards are printed by hand in limited runs. See the full selection on our website.

ASSORTED SIZES, $1.50–$7

Marvelous Menagerie
Eight notecards, each featuring a different animal from the “Marvelous Menagerie” on front, blank inside. Printed from 19th-century wood-engravings.

8 CARDS WITH ENVELOPES, 4¾×6”, $7

Love Card
This beautiful woodcut of a couple embracing, with “love” text below, makes an excellent Valentine’s Day card. Blank inside.

SINGLE CARD WITH ENVELOPE, 4¾×5½”, $1.50

GIFT ITEMS
Lester Beall REA Poster Prints
In the 1930s, much of rural America lacked electricity, power, and running water. The Rural Electrification Administration hired designer Lester Beall to create a series of posters illustrating the benefits of electrification. The original posters are held in the RIT Graphic Design Archives. Reproductions are digitally printed on heavyweight paper.
12×16", $15 each or 3 for $40

Bookbinding 2000
This poster was printed to commemorate the Bookbinding 2000 Conference that celebrated the Cary Collection’s acquisition of Bernard Middleton’s renowned collection of books on bookbinding. It is an attractive showpiece that tastefully illustrates bindery details in taupe duotone, with contrasting typography in deep red. Designed by Bruce Meader.
16×24", $5

Psalm 9:1–2 Broadside
This two-color broadside was printed using classic metal type held in the Cary Collection. The typeface, Victor Hammer’s American Uncial, was used to set this uplifting Psalm of rejoicing.
11×12", $9.95

Hamlet Broadside
The classic verse of empowerment from Shakespeare’s Hamlet stands out boldly when printed from historic metal type at the Cary Collection. This broadside is typeset in Eve Heavy, designed by Rudolf Koch in the early 1920s for the Klingspor typefoundry. It is printed on a fine quality tan laid paper, suitable for framing.
16×12", $10.95

Bestiary Wood Engraving
Wood engravings depicting twelve different exotic animals make an attractive print, suitable for framing. The images were carefully printed on the Cary Collection’s historic letterpress equipment, using 19th century wood blocks and a cream laid paper.
11×17", $10.95

Flower Power
Bernie Boston
Photojournalist Bernie Boston chronicled the civil dissension and strife of the 1960s, prompted by the Civil Rights and anti-Vietnam war movements. This is his iconic “Flower Power” image.
20×30", $10
*BERNIE BOSTON: AMERICAN PHOTOJOURNALIST* BOOK AND POSTER SET: $29.99
Coming Soon!

A selection of our forthcoming book titles. More information will be available on our website as the date of publication approaches.

No Words Posters
Armando Milani
Armando Milani has curated a collection of nearly 200 posters that deliver a unique perspective on social issues. Nearly 100 internationally acclaimed graphic designers are featured—many contribute their personal artist statements. The book includes a foreword by R. Roger Remington, Vignelli Distinguished Professor of Design at RIT.
SPRING 2015

Frozen in Time: The History of RIT Hockey
Scott Pitoniak
From humble roots with hand-me-down jerseys, to one of the nation’s most respected athletic programs, Frozen in Time is the first-ever book tracing the history of Rochester Institute of Technology hockey. Accompanied by scores of historical photographs, nationally honored sportswriter Scott Pitoniak brings to life the transformation of the RIT Tiger pucksters including the players, fans, places and moments enabling the men’s and women’s hockey teams to become national champions. This book is a must-read for college hockey fans.
FALL 2015

Outside the Game
Jim Mandelaro
A collection of inspirational sports stories, previously published in Rochester’s Democrat and Chronicle, where Mandelaro describes the triumphs and tragedies of local and national athletes. These narratives go beyond the wins and losses of the game to illuminate the perseverance of the human spirit over challenging life situations.
SPRING 2015

The Aries Press of Eden, New York
Richard Kegler
The Aries Press was an American private press founded by Spencer Kellogg, Jr. in the 1920s. A second-generation millionaire and patron of the arts, Kellogg established the press that was influenced by the Arts and Crafts Movement. Though little known today, the Aries Press produced fine examples of exceptional printing. Richard Kegler documents its history with colorful illustrations and samples from the Press.
FALL 2015

The Noblest Roman: A History of The Centaur Types of Bruce Rogers
Jerry Kelly and Misha Beletsky
In this richly illustrated and definitive history of Centaur, the American typeface, Kelly and Beletsky uncover and report new research culled from unpublished documents. They present a more accurate narrative of the type’s creation than previously written and offer colorful examples of Bruce Rogers’ work.
SUMMER 2015
Order online and save! Use coupon code THANKYOU20 for 20% off your entire purchase.
http://ritpress.rit.edu