

Saturday, 8:30am - 10:00am

Panel Nine

Abstracts

Marilyn Zornado, Art Institute of Portland

Barbara Tetenbaum, Oregon College of Art & Craft

"Vander-Mation": Letterpress printing, Calligraphy and Animation

There has been an explosion of interest in the use of text in animated films, movies titles and advertising, coinciding with a wider appreciation of the book arts. The ease of producing text motion graphics has led to many innovative directions in the service of art and advertising. This presentation focuses on a segment of this activity — calligraphy and letterpress printing—and show cases a variety of work utilizing these mediums. It examines the unique skills and tools these traditional crafts can offer to animation.

Marilyn Zornado has 40+ years as a calligrapher and 30 years working in the animation field. She wrote her 2009 dissertation on "Animated Poetics" in which she examined animated text as a form of shaped poetry. She directed, animated and produced "Spring Lines" a short film that uses her skills as a calligrapher. In tandem with the printer, Barbara Tetenbaum, Zornado created a letterpress-printed animation short film, "Old Time Film", using handset type, ornaments, dingbats and other letterpress printing materials. Both Zornado and Tetenbaum are interested in expanding the use of their book arts skills, and joined forces to create this 3 minute film.

Both these 3 minute films, "Spring Lines" and "Old Time Film," along with excerpts of related work, will be screened as part of the presentation. The two films that will be shown will be SPRING LINES created using animated calligraphy, using After Effects and MAYA. And OLD TIME FILM made entirely on letterpress printed animated cells.

Robert Rowe & James Ferolo

Bradley University

Cross-media iterations of a single text

As the printed page yields its privileged position as the most authoritative source of current information, six artists examined our cultural bias toward the printed page as the primary site of poetic performance. In collaboration with Illinois Poet Laureate Kevin Stein, six artists on the faculty at Bradley University responded in a variety of media to a single text—a poem titled "On Being a Nielsen Family." This single text served as the starting point for a gallery installation that included printed books and images, audio installations and interactive video installations.

This paper will summarize the interpretations of each of the six artists as well as the thoughts of the author on how his text has been transformed and interpreted in the different iterations. The text of the poem (perhaps appropriately for this exploration) meditates on the modern condition of being defined by the media we consume. The author is not dead, but is willing to step back and observe how different "readings" of his work play out.

These works were installed at the Hartmann Center Gallery at Bradley University from December 3–18, 2009. In the exhibition space, the viewer could go from being seated in a chair with a book to standing in

front of a screen that integrated his or her image into a visual mix comprised of the text of the poem along with cultural symbols and electronic noise. In other iterations, the viewer could select from various genres of archival video footage. The poet is also documented in a reading performance of his work. Participating artists were: George Brown, Scott Cavanah, Jim Ferolo, Ed Lamoureux, Robert Rowe, Chad Udell, and Gary Will.

Charles Hobson
San Francisco Art Institute
Rice Boy Sleeps: Artists' Books Meet the Web

Riceboy Sleeps, a small unlimited edition by the leader of the Icelandic rock band Sigur Rós, is a fascinating example of an artists' book interacting with the web in a unique way. It functions entirely successfully as a real book in one hands, yet directs the reader to a website where two short videos enhance the experience of the book and then, on re-reading, the book enhances the videos.

This is a particularly dramatic example of how artist's books may relate to the internet. At the San Francisco Art Institute a class assignment was given in which students were required to produce a book that related to a YouTube video of their choosing. They were not to simply put the web images from the video into the book, but to create a book that expanded and drew upon the experience of the video. There were several very successful examples.

There are other potentials. Michael Henninger, a book artist and teacher at Cal State East Bay in Hayward, California has produced books that are published on the web by being formatted on the website to be printed and then made into a book with bind-it-yourself instructions.

The website book-of-numbers.com provides a complete on-the-screen book that is distinguished from the first two examples given here by having no real world book counterpart. Its use of quirky illustrations and music gives an experience set up sequentially like a book, but has no tactile component.

The move to electronic publishing by Amazon, Apple and Barnes & Noble, while coming from a different universe than artists' books, provides potential for artists to interact with new publishing formats. On line books can now be read or listened to on line but what's new is the opportunity for visual images and music to be interlaced with traditional text. Artists working in the book format can now produce visual works that link word and image, sequence and structure and link them to the internet in special ways. *Riceboy Sleeps* is a harbinger of such interactions.

Some references:

"Curling Up with Hybrid Books, Videos Included," Motoko Rich, *The New York Times*, Thursday, October 1, 2009

"Publish or Perish," Ken Auletta, *The New Yorker*, April 26, 2010