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MOVEABLE • TYPE •

CROSS COUNTRY ADVENTURES IN PRINTING



MOVEABLE TYPE

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Book Proposal
by Kyle Durrie

PROPOSED SPECS:

Hardcover
7 x 9 inches (17.78 x 22.86 cm)
over 200 color photographs
160 pages

ABOUT MOVEABLE TYPE

In June of 2011, Kyle Durrie hit the open road in a converted 1982 Chevy Step Van, packed with a few thousand pounds of carefully organized lead, wood, and cast iron—a functional letterpress print studio on wheels centered around an 1873 Golding Official No. 3 platen press and a Showcard Sign Press from the 1960s. For the next eleven months, she crisscrossed North America, visiting forty-seven states, two Canadian provinces, and logging over 31,000 miles, all in the name of letterpress printing. Part travelogue, part introduction to letterpress, *Moveable Type* chronicles an amazing adventure that, in Durrie's words, "represents a renewal of vows, so to speak—getting back to basics and remembering why I fell in love with printing in the first place."

The Moveable Type project became a reality after a successful Kickstarter campaign doubled Durrie's financial goal, funding the conversion of the van. As an experienced printer, Durrie already knew her way

around a printing press but she wanted to bring the medium to people whom might not have otherwise been exposed to this classical technique, which today is enjoying a renaissance of sorts, thanks to people like Durrie and many of the printers, artists, and designers she encountered along the way.

Durrie's photographs and text document the places Durrie visited, the people she met, the work they created, and the lessons they all learned. What unfolds serves as both an introduction to the art of letterpress printing and a love letter to the medium sure to appeal to beginners and aficionados alike. When the truck set up outside a letterpress shop or book arts center, likeminded artists, designers, and printers took full advantage of the novelty, cranking out whimsical, pun-heavy broadsides, embracing the full potential of letterpress; when Durrie parked at schools or community centers, often exposing her guests to letterpress for the first time, the output might not have been of the highest caliber, but it taught invaluable lessons about process. "If there's one thing printing in a truck can teach you," writes Durrie, "it's



to loosen the hell up. I tried to be a good teacher—to show folks the ‘right’ way to set type, to show examples of ‘fine’ printing so they could see just how far it’s possible to take things. But I also tried to teach them that they shouldn’t feel beholden to this level of perfection, that they shouldn’t be afraid to just get in there, get their hands dirty, and make something.”

The same as printing in multiple colors requires a keen eye for registration, Durrie’s prose will strike a fine balance between engaging travelogue and informative overview, featuring stories, lessons, and letterpress creations created during her time on the road. For those who know nothing about the mechanics of letterpress *Moveable Type* will be both educational and entertaining; for those already familiar, they will find inspiration in Durrie’s thoughts about teaching and learn some new tricks of the trade that can only be imparted by a printer who has worked out of a truck.

AUTHOR BIO

Kyle Durrie is the proprietor of Power and Light Press, a letterpress studio based in Portland, Oregon, specializing in inappropriate greeting cards and posters. She has been letterpress printing since 2006, getting her start through classes at the Independent Publishing Resource Center (Portland, OR) and Pratt Art Center (Seattle, WA), as well as through independent study and apprenticeships at Blue Barnhouse (Asheville, NC) and Wolfe Editions (Portland, ME). Durrie graduated cum laude in 2002 from Bowdoin College in Brunswick, Maine, with a BA in Visual Art and a focus in drawing and printmaking; in 2004, she attended the Skowhegan School of Painting and Sculpture in Skowhegan, Maine. She has also done residencies at the Vermont Studio Center (Johnson, VT), the Contemporary Artists Center (North Adams, MA), and the Hamilton Wood Type and Printing Museum (Two Rivers, WI). Durrie’s *Moveable Type* project was featured in many notable publications, including *The Economist*, *Bust*, *Sunset Magazine*, *Uppercase Magazine*, Oregon Public Broadcasting, and countless blogs and local newspapers.

MARKET ASSESSMENT

Kickstarter-funded project made real: Kickstarter does not work for everyone, but those who do make it work prove an established fan base.

A love letter to letterpress: More than a catalogue of letterpress work, *Moveable Type* tells the author’s story of making a dream reality, learning new things about herself and printing along the way.

An introduction to letterpress and a fresh perspective for the experienced: Durrie’s time on the road brought her in contact with letterpress pros and neophytes; both sets of people taught Durrie about new ways to consider letterpress.

SIMILAR TITLES

- *Impressive: Printmaking, Letterpress, and Graphic Design* by R. Klanten and H. Hellige (Gestalten, 2011)
- *Little Book of Letterpress* by Charlotte Rivers (Chronicle, 2010)
- *New Vintage Type: Classic Fonts for the Digital Age* by Steven Heller and Gail Anderson (Watson-Guptill, 2007)





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BOUTIQUE BOOK PACKAGERS

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