

2024 Boiler Gold Rush Entertainment Challenge
Dr. J. Peter Moore
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Director, Print Bay letterpress studio
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Two for the Show: Letterpress Printing the Entertainment Poster

Overview

While letterpress printing no longer represents a viable technology for the mass reproduction of texts, it remains a prominent medium within the entertainment industry for producing eye-catching posters that harken back to an earlier era of design. Over the past six years, Dr. Moore has developed a letterpress teaching laboratory in the John Martinson Honors College, where faculty and students are given the opportunity to work with these impressive historic machines, setting type by hand and pulling beautiful prints. Referred to as the Print Bay, the space houses three presses and over seven cabinets of metal and wood type. This proposal seeks funding to support a series of letterpress workshops during Boiler Gold Rush in Fall of 2024. Dr. Moore will use a previously prepared set of plates to lead participants in the process of operating a press, producing a poster promoting an upcoming campus event. If awarded, Dr. Moore would communicate with various units on campus, including Convocations, to identify an upcoming entertainment-related event that might best benefit from an original letterpress poster. Dr. Moore has previously completed a similar poster project for the Purdue Athletics Department, who used the print as a gift for donors.

Workshop Specifics

One of the aims of the Print Bay is to modernize the letterpress printing experience. One of the best means of integrating the digital and the analog is with laser cutters. If granted, the funds will support Dr. Moore's experiments with the laser cutters in the Bechtel Innovation Design Center, enabling him to work through the summer months honing the process. The interactive BGR workshops will feature Dr. Moore explaining the importance of letterpress printing in the entertainment industry, before using the laser-cut plates to produce the posters with the help of the participants. While it would be wonderful to host groups in the Print Bay, Moore has recently acquired a large poster press (1950s Showcard Press, 24 in. x 36 in. bed) which sits atop a rolling table, making it easy to conduct demonstrations across campus.

Expertise

In December of 2023, Dr. Moore will take part in a two-week intensive in letterpress poster design offered through the legendary Hatch Show Print, housed within the Country Music Hall of Fame in Nashville, TN. Hatch is responsible for producing some of the most indelible images in the history of American popular music. Moore will be assigned a client from the entertainment industry for whom he will design and print a letterpress poster using the equipment at Hatch. The BGR event will offer an excellent forum for Moore to share his new training with a broad group of students, inciting within them an enthusiasm for this compelling intersection between the entertainment world and printing technology.



Contemporary Hatch Show Prints

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| <u>Budget</u> | |
| <u>Materials:</u> Linoleum Sheets MDF base Plywood Sheets Ink Paper | \$1,500 |
| <u>Time:</u> 1 week coordinating with client 1 week designing poster 1 week experimenting with laser-cutting process 1 week preparing for interactive demonstration | \$1,500 |
| <u>Total</u> | \$3,000 |