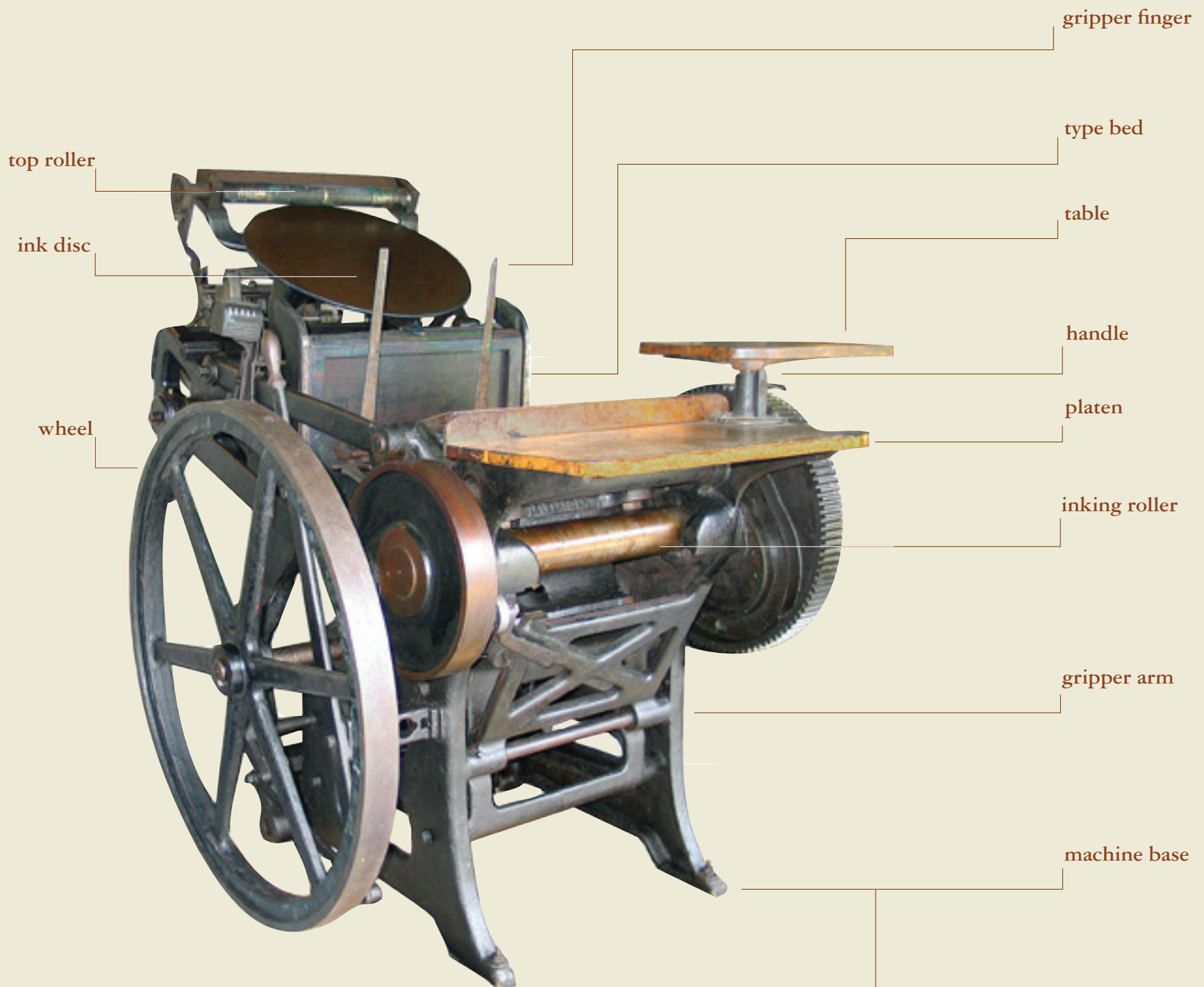


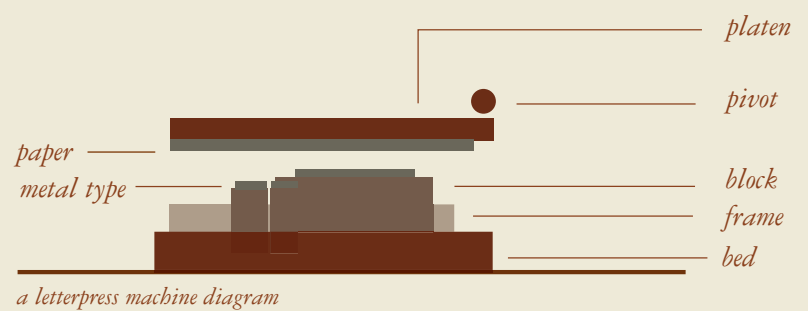
# LETTERPRESS



## History of Letterpress

The art of letterpress goes back to Gutenberg's time and is based on the technology Gutenberg developed for his printing press and yet this art form is still alive and well today, practiced and honed with passion by artists as well as typographers around the world. Letterpress machines can be bought online and letterpress art work can be ordered from type shops which offer the service. Some letterpress machines today are quite small, table top affairs which can be carried in small gym or bowling ball bags while some are built for more abundant output, as for a shop rather than an individual's occasional or even frequent letterpress printing needs.

What is so engaging and bewitching about the art of the letterpress is the way in which this process indents the paper and bevels the edge of the letters it lays down, raising them up above the level of the paper. This art is beautiful, elegant, classic and subtle, making a lasting impression. Letterpress accomplishes this result with a "type-high bed," printing press and a movable type. In this process, a reversed, raised surface is inked and then pressed down into a sheet of paper, thus obtaining a correctly read image. Letterpress can also be the direct impression of the inked print making blocks using the same type of press. These blocks may consist of photo-etched zinc plates, linoleum blocks or often dark wood engravings.



**"Mind your p's and q's"** is a saying most of us have heard and may wonder where came from. It was born of the art of letterpress because the letters are placed reversed and face down on the paper before being pressed with ink. Typographers had to be very careful not to confuse the lower case p's and q's, since, when reversed, one appears to be the other, until inked and right reading, when a printer might produce words like "puiet" or "qerfect."