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The Museum of Printing History unveils new brand identity as *The Printing Museum*

FOR IMMEDIATE RELEASE

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Admission: FREE **Museum Hours:** Tuesday through Saturday, 10:00 A.M. to 5:00 P.M.

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HOUSTON—January 2014. In today's world of instant messaging, the world-wide web, and a seemingly unending explosion of information, there's a perception that printed media may be heading the way of 16mm film or 8 track recordings. In response to today's shifting tide, and in light of its 35 year history, the Museum of Printing History is excited to announce a fresh, new look and feel by unveiling a new brand identity as The Printing Museum.

This change to a more inclusive name better reflects the changing nature of printing in the 21st Century. Instead of focusing primarily on printing history, The Printing Museum celebrates the notion that printing is alive and well, showcasing not only historical artifacts, but also contemporary printed art and technologies.

Using a black and white palette, accented with process cyan and inspired by a mid-century modern aesthetic, the fresh identity breathes new life into a public image, while harkening to a vibrant past. Keeping conscious of our historical roots, the museum's official typeface will be Benton Sans, designed by Tobias Frere-Jones. Benton Sans is based on original drawings held by the Smithsonian of News Gothic, a 20th Century standard designed for American Type Founders (ATF) by Morris Fuller Benton in 1903.

Spearheaded by Houston-based branding and design firm, Spindletop Design, this exciting new comprehensive project will unfold in phases, beginning this spring with

the name changed to The Printing Museum and will continue into 2014. This project will involve logo and identity design, a new website, building graphics, and design of promotional materials.

ABOUT THE PRINTING MUSEUM

The Printing Museum (TPM) was founded as the Museum of Printing History in 1979 by Raoul Beasley, Vernon P. Hearn, Don Piercy, and J. V. Burnham, four printers with passions for preserving their vast collections and sharing them with the community. The mission of the Printing Museum is to “promote, preserve and share the knowledge of printed communications and art as the greatest contributors to the development of the civilized world and the continuing advancement of freedom and literacy”.

The Printing Museum is one of only four institutions in the country dedicated to preserving and promoting the history, technology, and art of printing. Each year, TPM presents a vibrant program of rotating exhibitions, educational tours, involving hands-on printing, and affordable workshops in letterpress, lithography, bookbinding, papermaking, silkscreen, and various arts of the book, all of which highlight historical contexts and contemporary aspects of printing and printmaking. Through the combined generosity of board members, museum members, and visitors, as well as corporate sponsors, foundations, and individual donors, the Printing Museum is able to share its collection and programs with thousands of visitors from around the world each year.

Today’s shifting tide towards the digital seems evermore swift and profound when compared to the Museum’s founding in 1979. Our times are more akin to the age of Gutenberg, when in 1450 there were an estimated 30K-40K hand-written manuscript books in existence. A mere 50 years later, after his inventions of moveable type and the printing press, there were some 15-20 million printed books, representing an information explosion, much like our digital age. At a time when digital technology permeates nearly every aspect of contemporary living, the preservation of the social and technological significance of printing for future generations becomes even more vital, making the Museum’s mission more relevant today than ever before.