

# PRINTS REVERTING TO TYPE



## PRESS RELEASE

Reverting to Type is an exhibition of contemporary letterpress practitioners, showcasing how a centuries-old craft is being reinvented for modern day usage.

Standpoint Gallery  
45 Coronet Street  
London N1 6HD UK

10th–24th Dec 2010 and 4th–22nd Jan 2011  
Open daily 10AM–6PM  
Private view: Thursday 9th December 6–9PM

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The exhibition is curated by Graham Bignell of New North Press and graphic designer Richard Ardagh and features prints and publications by progressive practitioners from around the world. To coincide with the exhibition, New North Press has published the first of an on-going series of collaborative prints by contemporary artists, designers and wordsmiths. The majority of the show's unique exhibits will be for sale and the gallery will also host a working Adana press to hand-print your own personalised Christmas cards.

Reverting to Type aims to highlight the pioneers at the helm of the current resurgence of interest in letterpress; from computer-based designers with a desire to ply a craft with a tactile immediacy that has been lost with modern technology, to traditional presses finding new ways to revitalise their design output.

### Background

Established in 1986 by Graham Bignell, New North Press is an artisan letterpress print studio, specialising in setting and printing by hand. Richard Ardagh is a graphic designer who has worked with New North Press to produce collaborative poster editions such as Oranges & Lemons and a 150th anniversary print for Wilton's Music Hall. [new-north-press.co.uk](http://new-north-press.co.uk)

### Contributors

Black Stone <sup>CAN</sup> / Brad Vetter <sup>USA</sup> / Carl Middleton <sup>UK</sup> /  
Dafi Kühne <sup>CH</sup> / Flowers&Fluerons <sup>UK</sup> / Hand & Eye <sup>UK</sup> /  
Hatch Show Print <sup>USA</sup> / Hi-Artz <sup>UK</sup> / IMPO\$T <sup>AUS</sup> /  
Jens Jørgen Hansen <sup>DEN</sup> / Marcus Müller <sup>CH</sup> /  
Mark Pavey <sup>UK</sup> / Mr Smith <sup>UK</sup> / Occasional Print Club <sup>UK</sup> /  
Prensa La Libertad <sup>ARG</sup> / Rosa De Carlo <sup>UK</sup> /  
Team Nerd <sup>USA</sup> / Typoretum <sup>UK</sup> / Yee Haw! Industries <sup>USA</sup>

### Collaborators

Catherine Dixon / David Peason / Fraser Muggeridge  
Studio / OPX design / Peter Aston Jones / Phil Baines /  
Stevey Scullion / Vikram Seth

