

# Folio

## The Book Arts News at FAU

The Arthur & Mata Jaffe Collection: Books as Aesthetic Objects

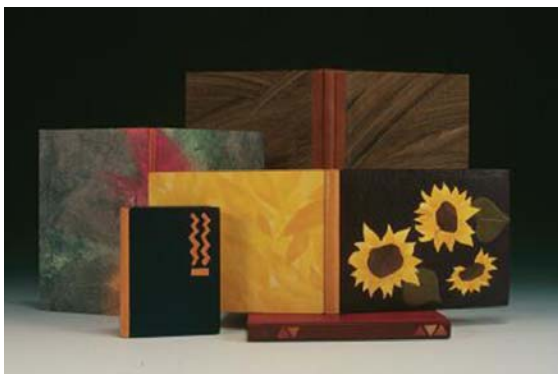
Spring 2004

### Practical Magic: Spring Break Book Arts Intensive

Fort Lauderdale, Daytona Beach, Panama City, Cancun... all have had their days as Spring Break destination hotspots. Not to be outdone, we here in Boca Raton have something to offer you bookish types in search of a little Spring Break diversion: the Jaffe Collection's Spring Break Book Arts Intensive, a five day sequence of book arts workshops covering paste paper decoration, pochoir stenciling and leather bookbinding.

Instructor Paula Marie Gourley studied hand bookbinding in France and Belgium, and developed the curriculum in hand bookbinding at the MFA in the Book Arts Program at the University of Alabama, where she taught for many years before returning to her native Pacific Coast. Many of you may remember Paula from her previous FAU visit, as she graciously opened our Wimberly Library Book Arts Lecture Series in 2001. Her talk, *Cracking Eggs and Other Ways of Making Books*, an exploration of a bookbinder's journey in her craft, was videotaped and may be viewed, by appointment, at the Jaffe Collection.

No bookbinding experience is necessary for the workshops, though experience will certainly be useful. You will find yourself challenged. Expect a good balance of intensity, structure, fun and seriousness in a supportive learning environment from this excellent teacher. (Editor's note: I speak from experience; I studied with Paula when I was a student at the Alabama Book Arts program.)



An assortment of one-of-a-kind bindings incorporating leather and paste papers by Paula Marie Gourley.

MAR  
10-14  
10AM  
TO  
4PM

**Paula Marie Gourley: Practical Magic**

Wednesday through Sunday, March 10 through 14

Wimberly Library 5th Floor, 10am to 4pm

Tuition: \$250 (FAU Students: \$175)

Plus Materials Fee: \$35

Class Limit: 10. Experience: All levels.

too intense? can't do five days?  
two mini-workshops available  
see page three

#### The Curriculum

**Paste Paper Decoration** begins the Intensive: a full day of making paste papers, using both a traditional paste base and a methyl cellulose carrier for color applications. You'll learn recipes for paste-making, color blending, and various patterning techniques, and the papers designed this day will be used as part of the binding project later in the week. There will also be a section on the making of simple, inexpensive tools for paste paper decoration, as well as instruction on the use of a variety of commonly available implements.

**Pochoir for Book Illustration and Paper Decoration** will be next on the agenda. For one and a half to two days, you will learn the French pochoir (stencil) technique popularized in the 1920s and 30s for the illustration of fine books, fashion advertisements and other decorative uses. Working with both printed and free-form methods, you'll learn to design and cut stencils and work with water-based paints for color application with specialized brushes.

This beautiful and versatile illustrative technique has many possibilities for exploration, from the most subtle coloration and watercolor effects to the toning of background fields and strong color blocks. We will examine and experiment, taking a cue from books and historical manuscripts to explore the genesis and evolution of this distinctive process.

The remaining days of the Intensive will focus on **Quarter Leather "Simplified" Bookbinding**, based on the

(continued on page three)

# A Major Equipment Donation for FAU Book Arts

by John Cutrone

The future for the Book Arts at Florida Atlantic University became noticeably brighter this past fall when the Wimberly Library was given a gift of a fully-stocked letterpress print shop. FAU students will soon be able to learn the craft of hand printing thanks to the generosity of Brien and Beverly Varnado of Mount Pleasant, South Carolina.

Brien had sent a quiet, unassuming email to me last August, offering to donate the shop in its entirety to the university. I had to read his email through four times just to make sure I was reading it correctly, and then, to be really sure, I had someone else come and read it, too. Brien's offer was exactly what we had been looking for.

Brien is a retired assistant director of the Charleston Museum, who, over the years, developed a deep interest in hand-printed books. So much so that he purchased an antique iron handpress, as well as a couple of smaller presses and all the other equipment necessary to establish his own handmade book studio.

In more recent years, trouble with his hands has kept Brien from enjoying the studio as much as he once did. When Sharon Bennett, Archivist and Librarian of the Charleston Museum, saw my call for letterpress and bookbinding equipment on the Book Arts Listserve, she thought of the Varnados and their garage full of idle printing presses and metal type. The rest, as they say, is history.

The Varnados were interested in seeing their equipment go to a non-profit where it would be used and well tended-to, and they wanted to be sure it would all remain together. It was a case where FAU happened to be a perfect match.

The Varnado donation is seen as the equipment foundation of an academic program in the Book Arts that is rapidly evolving into a reality at FAU. The donation includes two cabinets full of metal type (Brien focused his collecting on Caslon Old Style, a good, strong book type), a Potter proof press and a Pilot platen press, two nipping presses for bookbinding, a Kuttrimmer paper cutter, and all of the tools and other



*A fine press! That's Brien Varnado just left of the Wesel iron handpress he and his wife Beverly donated to the Wimberly Library. On the right: John Cutrone (left) and Seth Thompson, both from the Jaffe Collection.*

items necessary to smoothly run a letterpress studio. Everything is in excellent condition, as Brien took great care with all of this equipment.

The real prize of the donation is a 19th century Wesel iron handpress. I'd printed on a Wesel myself back in 1998 when I was an apprentice with printer David Wolfe of Wolfe Editions in Portland, Maine. Oddly enough, Brien revealed that David Wolfe was the same man he had hired to go down to Charleston in the early 90s to help him set up

the Wesel and teach him how to print on it. This was before I had even heard of David. Strange things sometimes still happen.

Jaffe associate Seth Thompson drove up to South Carolina with me in October; we spent the days packing the equipment and preparing it for shipment, while Brien studied for the Latin course he was taking at the College of Charleston. It was an interesting scenario, as one of Brien's hopes is that there will be a strong connection between fine printing and the classics, both here at FAU and elsewhere. He writes:

*My interest in early American history first drew me to letterpress printing. What began as an academic interest grew into a desire to combine the satisfaction of a hands-on craft with an intellectual pursuit. Upon taking up the study of Latin, I became interested in scholarly printing following the examples of Nicolas Jenson, Aldus Manutius, Jean de Tournes, William Caxton, Bodoni, and so many others who have set a high standard of scholarship and art. Perhaps we have been too long away from our earliest inspiration.*

Chances are good that Brien's vision will inspire students from the Classical Studies program, and many others, as well: the Book Arts Track committee at FAU's College of Arts & Letters is focused on a plan that will make our book arts program an interdisciplinary one. We expect to draw students to the book arts through connections to many different departments, including Art, English, Languages and Linguistics, Creative Writing... and yes, Classical Studies, too.

We offer Brien and Beverly Varnado a most hearty Thank You for their kind generosity!

(Practical Magic: continued from page one)

modern reliure simplifiee style popularized by Sun Evrard. Each participant will produce a small binding using this elegant technique. It is a shaped-board binding with many possibilities for slim, contemporary books (think poetry... and other slender tomes) up to one inch in thickness. You'll begin with folded sheets and learn the sewing, spine and leather preparation, headband making and application, board preparation and, finally, the application of leather to the binding structure. This is a minimal-leather style, and will be learned on a blank book. We will cover the basics of paring leather with a knife and with a Scharf-fix, a more modern leather-paring tool.

### mini-workshops

For those who are unable to attend five days of workshops, we have an alternative: a very limited number of additional seats will be available for both

the paste paper section and the pochoir section. (By limited, we mean two or three; adding a few people here will not adversely affect the experience for those taking the full 5-day class. We must, however, strictly limit the bookbinding section of the class to the ten participants taking the full intensive.)

### mini-workshop one: paste paper decoration

Wednesday, March 10

Wimberly Library 5th Floor, 10am to 4pm.

Tuition: \$65; FAU students: \$45 (Plus Materials \$10)

### mini-workshop two: pochoir for book illustration

Thursday, March 11

Wimberly Library 5th Floor, 10am to 4pm.

Tuition: \$65; FAU students: \$45 (Plus Materials \$10)

Class descriptions for both workshops on Page One.

## Spring Break Book Arts Intensive

Paula Marie Gourley Practical Magic: Five Days of Paste Papers, Pochoir Stenciling and Leather Bookbinding  
March 10 through 14, 2004 (Five days, Wednesday to Sunday, 10am to 4pm)

\$250 tuition  
General Public  
Plus \$35 Materials Fee  
(Total \$285)

\$175 tuition  
FAU Student  
Plus \$35 Materials Fee  
(Total \$210)

Or choose **Wednesday 3/10 only: Paste Paper**  
Wednesday, March 10, 2004 (10am to 4pm)

Or choose **Thursday 3/11 only: Pochoir Stenciling**  
Thursday, March 11, 2004 (10am to 4pm)

\$65 tuition  
General Public  
Plus \$10 Materials Fee  
(Total \$75)

\$45 tuition  
FAU Student  
Plus \$10 Materials Fee  
(Total \$55)

\$65 tuition  
General Public  
Plus \$10 Materials Fee  
(Total \$75)

\$45 tuition  
FAU Student  
Plus \$10 Materials Fee  
(Total \$55)

Name \_\_\_\_\_ Phone \_\_\_\_\_

Street \_\_\_\_\_ Email \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Total Amount Enclosed \_\_\_\_\_ Be sure to include Materials Fees!

Checks payable to FAU Foundation. Reference 'Jaffe Support Fund' in memo line.

FAU STUDENTS: To qualify for reduced tuition, enclose photocopy of current ID, and bring your Student ID with you to each workshop.

Space in each workshop is limited.

In the event a workshop is filled, your name will be placed on a waiting list in case a space opens.

**Cancellations:** Should you need to cancel, a full refund will be arranged if you notify us at least ten days before the event. Should you cancel later than that, your registration fees will be refunded only if we are able to fill your place.

Send or deliver your completed registration and payment to John Cutrone at the address on the reverse side.

register

## For the Love of Books 2003

### Calligraphy Books Honored

Ginger Meidel of Saint Petersburg, Florida, was the winner of the Jaffe Purchase Prize in our 2003 book arts competition for the South Florida Calligraphy Guild. Her book, *Book of Jonah*, is a one-of-a-kind book using gouache, ink and watercolors on paper, hand lettered, with a mixed media case binding. It's quite a large book, too, coming in at just under two feet tall. The level of craft is exquisite, but this is no surprise: Ginger was the winner of the first Jaffe sponsored competition for the Guild, held in 2001.

Judges in the competition were calligrapher Kaye Hannah, artist Joe Nicastrì, and from the Jaffe Collection, book artist John Cutrone and collector/curator Arthur Jaffe.



For the Love of Books 2003 Award Ceremony

Left to right: Gloria Eckart (Jaffe Honorable Mention), Barbara Brandt (Third Prize), Ginger Meidel (Jaffe Purchase Prize), Arthur Jaffe, Marilyn Gray (Second Prize) and Marilyn Gladstone (Guild Honorable Mention).

#### How many?

- The Manuscript by Isaac Bashevis Singer**  
Limited edition miniature book,  
letterpress printed, leatherbound.  
\$100 each, plus \$2 shipping/handling
- Ed Hutchins: Design/Construct/Engage**  
Exhibition Catalog  
\$10 each, plus \$2 shipping/handling
- Ed Hutchins: Design/Construct/Engage**  
Exhibition Catalog, Poster Form  
(uncut, unfolded)  
\$10 each, plus \$5 shipping/handling
- Ed Hutchins: Editions Postcard Sampler**  
\$15 each, plus \$2 shipping/handling
- Jaffe Collection Books for a Buck**  
Miniature accordion books.  
"A book is like a garden carried in the pocket."  
Each set of 5: \$5, plus \$2 shipping/handling

Send or deliver orders and workshop registrations to:

John Cutrone  
The Jaffe Book Arts Collection  
Florida Atlantic University Libraries  
777 Glades Road  
PO Box 3092  
Boca Raton, Florida 33431-0992

You may also contact John for more detailed  
information on these items:  
[jcutrone@fau.edu](mailto:jcutrone@fau.edu)

Name \_\_\_\_\_ Phone \_\_\_\_\_

Street \_\_\_\_\_ Email \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Total Amount Enclosed \_\_\_\_\_

Checks payable to FAU Foundation. Reference 'Jaffe Support Fund' in memo line. Quantities are limited.  
Orders benefit our Jaffe Collection fundraising efforts.

order

## What's In a Name

Arthur Jaffe returned from a recent visit to California and the Pacific Northwest not just with books, but with a chop of the Jaffe name (right) that he had made at the Asian Art Museum in San Francisco. The Chinese have been using chops carved in stone for centuries; the chops act as signatures on letters and documents.



Jaffe is a Hebrew word (in Hebrew, though, the J is a Y) that translates to *beautiful*. Perhaps Arthur's lifelong involvement with the arts was predetermined by his name?



Another piece (left) in the Jaffe Collection of similar interest is a small calligraphic rendering of the Jaffe name that Israeli artist Jacob Steinhardt made for Arthur while he lived in Palestine, in the late 1940s.

## Jaffe Collection Expansion

This summer, the Wimberly Library will break ground on a five story expansion at the eastern end of the building. One result of the building project is the reorientation of the library entrance so that it is better aligned with other buildings in the central hub of the FAU campus. The Jaffe Book Arts Collection will see some major changes, too, especially in its floorplan.

Before her death in 2001, Mata Jaffe donated funds that will be used to triple the current size of the Jaffe Suite. The new expansion plan calls for additional storage and office space, the conversion of the current collection holdings area into a meeting room, and, most importantly, the addition of a new gallery designed to better facilitate permanent exhibition of books in the collection. This new interior gallery will also be adaptable for workshops and lectures. The Jaffe Atrium Book Arts Gallery, which is located in the lobby outside the Jaffe Collection, will also be expanded.

The library's Special Collections and Archives department will have offices, a reading room, a conservation lab and collection holdings in the area across from the Jaffe Collection.

The first and second floor expansion of the library is funded by partnerships with Student Government (for a new all-night study area) and the Hillel Center, which will have offices and an auditorium on the first floor. But the expansion of the remaining three floors is funded entirely by private donations, three of which were matched by state grants. The expansion is scheduled for completion in 2005.

## Our Grand Futurism Ceremony

Some sixty people were in attendance for our December 5th inauguration of the Rosa Trillo Clough Archive of Italian Futurism. Myriam Swennen Ruthenberg, Chair of FAU's Department of Languages and Linguistics, coordinated the event, which she called *E Lasciatemi Divertire* ("Let me have some fun"). The name is taken from the famous Futurist poem by Aldo Palazzeschi.

The ceremony took place at the Jaffe Atrium Gallery amidst an exhibit of books and ephemera from the Archive, complemented by Futurist-inspired items from the Jaffe Book Arts Collection. There were several speakers at the event: Myriam Ruthenberg presented a fascinating insight into the life of Rosa Trillo Clough. Giuseppe Tiradritti, Education Consultant at the Italian Consulate of Miami, offered greetings in Italian, while greetings in English were delivered by William Covino, Dean of FAU's Schmidt College of Arts and Letters, and Anthony Tamburri, Associate Dean of Interdisciplinary Studies (both of whom are great supporters of a book arts program at FAU), and William Miller, Director of FAU Libraries. (Miller noted that he welcomed the Futurist Archive even though the Futurists had wanted to burn down all the museums and libraries!)

Anthony Clough spoke on how thrilled his mother would be with the Archive; he flew in from New England to celebrate Rosa's achievement and new legacy at FAU, and John Cutrone discussed the relevance of the Archive to typography and the book arts.

Futurism is an Italian art and literary movement that began in the early 20th Century, and the poetry of Futurism is known for its bold typography. The presentation was concluded, quite fittingly, with dramatic readings of Futurist poetry by faculty and students of the Italian Studies program.

*The Rosa Trillo Clough Archive of Italian Futurism is housed at the Jaffe Collection and is available by appointment.*

**ROSA  
TRILLO  
CLOUGH  
ARCHIVE**  
**with ITALIAN  
FUTURISM**



*Myriam Swennen Ruthenberg addressing those in attendance at the inauguration of the Rosa Trillo Clough Archive of Italian Futurism.*

## Arthur Jaffe Honored by NCCJ

We are honored to announce that Arthur Jaffe has been selected as a 2004 Silver Medallion Honoree by the National Conference for Community and Justice, a 76-year old organization devoted to the fight against bias, bigotry and racism. Mr. Jaffe will receive his award at a dinner in Fort Lauderdale on March 20, 2004.

## Local Fine Press Takes a New Name

Jaffe Collection staff members John Cutrone and Seth Thompson, who together have been making handmade limited edition books for nearly ten years, have recently given their press a new name. What once was known as



CONVIVIO  
bookworks

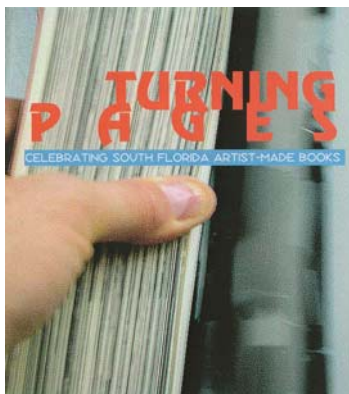
Red Wagon Press and for a time as Red Wagon Bookworks is now officially known as Convivio Bookworks.

“It’s an Italian word that translates to feast or banquet,” John says. He and Seth agree the name is a good fit for the letterpress-printed books they make, which often deal with themes of food and tradition. But the name is also a nod to Italian writer Dante Alighieri: before writing *La Divina Comedia*, Dante wrote a philosophical “banquet” in the early Fourteenth Century that he called *The Convivio*.

Upcoming works from the press include a Florida folktale called *The Room of Crosses*, as well as *Works on Paper*, a collection of poetry about paper by Shin Yu Pai, and *The Big Me and the Pygmy* by Madam X, a letterpress book that will feature pochoir illustration.

Visits to the press are welcome, by appointment, and a virtual tour of the studio is a popular page on the Convivio Bookworks website. For those that are really interested in letterpress, opportunities for private study are available, as well.

Convivio Bookworks  
1301 North O Street  
LakeWorth, Florida 33460-1937  
[www.conviviobookworks.com](http://www.conviviobookworks.com)



Through February 29  
Jaffe Atrium  
Book Arts Gallery  
:  
South Florida  
Artist-Made Books

## Book Arts History Lesson

### Who is Aldus Manutius?

On page 2 of this issue of *Folio*, letterpress equipment donor Brien Varnado mentioned a list of early book printers that he admires. Some historical letterpress printers and type designers are probably more famous now than ever, as their names, these days, pop up on almost every computer font list: Bodoni, Garamond, Gill... sound familiar?

**Bodoni:** Giambattista Bodoni, Italian printer, 1740-1813

**Garamond:** Claude Garamond, French printer, 16th century

**Gill (as in ‘Gill Sans’):** Eric Gill, British printer, 1882-1940

Included in Brien’s list is Aldus Manutius, a Venetian scholar who founded the Aldine Press in 1495, some forty years after Gutenberg’s 42-line Bible was completed—still very much the infancy of letterpress printing. Manutius produced pocket editions of the classics in Latin and Greek, but he is probably best known for one book: the *Hypnerotomachia Poliphili*. The title is practically beyond pronunciation, so let’s take a phonetic walk through it:

hip-nah-rot-oh-mok-ee-ah  
poe-lif-ill-eye

Once you get past the struggle and begin to let the words roll off the tongue, it’s difficult to stop the flow; you’ll want to say them over and over.

Published by Aldus Manutius in 1499, the *Hypnerotomachia Poliphili* is considered by many to be one of the most enigmatic books ever written. The book is part fictional narrative and part scholarly treatise, and delves into such wide-ranging subjects as art and architecture, gardening, engineering, women’s rights, and the superiority of beauty and knowledge over aggression and war. The author has never been revealed.



Manutius adopted a printer’s mark that is one of the most famous marks ever introduced (left). Variations of the mark have been used by printers following Manutius for centuries, no doubt because the image of the fish and anchor immediately calls to mind the famous Aldine Press of Renaissance Venice and all of its historical significance.

View *The Electronic Hypnerotomachia*, a fascinating digital facsimile of Aldus Manutius’ book, on-line at  
[www.mitpress.mit.edu/e-books/HP](http://www.mitpress.mit.edu/e-books/HP)

# Jaffe Atrium Book Arts Gallery

from  
JAN  
18  
2004

## Turning Pages: Celebrating South Florida Artist-Made Books

This traveling invitational exhibit showcases the talents of our regional arts community. Half the artists involved had never made a book before; there are some very interesting results!

to  
FEB  
29  
2004

from  
MAR  
8  
2004

## Zinc Copper Lead: Printmakers' Books

The fine art of printmaking shares a long and venerable history with the book arts: the fine craft of letterpress printing, papermaking and bookbinding. This exhibit explores this marriage of art and craft through the bookworks and book collaborations of artists like Leonard Baskin, Jim Dine, Jasper Johns, and Kazuko Watanabe.

to  
MAY  
24  
2004

from  
JUN  
1  
2004

## Letterpress 101

This fascinating printing process has changed little in premise since its beginnings in Fifteenth Century Europe. The gallery's summer show will feature handprinted books and broadsides from the Jaffe Collection, alongside examples of the metal types, plates and tools that are at the heart of the letterpress printer's craft.

to  
AUG  
28  
2004

Continuing book arts exhibits at the Jaffe Atrium Gallery are accessible anytime during regular library hours (For current hours, please consult the Wimberly Library website: [www.fau.edu/library](http://www.fau.edu/library), or call the library at (561) 297-6911). The gallery is located in the lobby outside the Jaffe Collection, Third Floor East of the Wimberly Library.

What the  
?!?



## Coming in 2005!

Book artist Ed Hutchins will be back in the winter of 2005! Ed kicked off our Book Arts Workshops with a series of three sold-out events in February of 2003 in which over one hundred people had a blast making books by hand at the Wimberly Library. We've invited Ed back as part of our highly-anticipated exhibit *Stand and Deliver*, which will kick off the 2005 calendar year in January and runs through March '05 at the Jaffe Atrium Book Arts Gallery.

*Stand and Deliver* is a result of Ed's brainstorming. His goal was to showcase contemporary book artists making inventive and well-crafted books with strong intellectual content. Jurors for the exhibit's Distinguished Book Awards include Robert Sabuda, Hedi Kyle, Susan King,

Tom Trusky, Linda Costello and Miriam Schaer. Besides the Jaffe Collection, the show will travel to several venues across the country, including the Denver Public Library, Columbia College Chicago Center for the Book and Paper Arts, and the Movable Book Society's Autumn 2004 conference in San Diego. An illustrated catalog of the exhibition with an interactive CD will be published and will be available here at the exhibit and by mail through the Jaffe Collection.

Ed will be bringing his teaching skills and boundless book arts enthusiasm with him when he returns to Florida Atlantic University next year. Be on the lookout for a new series of Wimberly Library Book Arts Workshops with this very popular artist and teacher. Details on Ed Hutchins' workshops in 2005 will appear in future issues of *Folio* and through email announcements, as well. To be sure we have your email address, send an email to John Cutrone at the Jaffe Collection. He can be reached at [jcutrone@fau.edu](mailto:jcutrone@fau.edu).

## Thank You

Our sincere thanks to all who have recently given  
of their time, talent or material gifts:

BellSouth Inc. ~ Brandeis University National Women's Committee  
The Chastain Charitable Foundation ~ Barbara Eichner  
Marianne Haycook ~ Arthur Jaffe ~ Judith Klau  
Mr. & Mrs. Henry Riseman ~ Harriet Rosenberg  
The Martin & Doris Rosen Foundation  
Ruth & Marvin Sackner ~ Brien & Beverly Varnado

Your gift to the FAU Foundation, referenced Jaffe Support Fund, brings us ever closer to our goal of an academic book arts center at FAU, as would any of the items on our Wish List. Many of these items are no longer available new and must be found through old print shops or hobby printers. If you would like to help us acquire our Wish List items (perhaps, like Brien Varnado, you have a press in your garage), contact FAU Libraries Director William Miller at the address below, or phone (561) 297-3760. His email is miller@fau.edu.

### FAU Book Arts Wish List

Vandercook Proof Presses ~ Platen Press ~ Bookbinding Tools  
Photopolymer Exposure System ~ Hollander Beater ~ Metal Types  
Moulds & Deckles for Papermaking ~ Nipping Presses



## The Arthur and Mata Jaffe Collection: Books as Aesthetic Objects

Florida Atlantic University Wimberly Library  
777 Glades Road  
PO Box 3092  
Boca Raton, Florida 33431-0992  
(561) 297-0226 fax (561) 338-3863

## Inside

Book Arts Intensive Local Books  
Aldus Manutius Big Words  
Award Winners Iron Handpress  
Paste Papers Pochoir  
Futurismo Jaffe Book Arts Expansion

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Folio is the occasional book arts newsletter published by  
Florida Atlantic University's S.E. Wimberly Library.  
John Cutrone, editor & designer  
Seth Thompson, technical support

Arthur Jaffe, Ario S. Hyams Endowed Professor  
Dee Cael, department head, Special Collections  
Dr. William Miller, director, FAU Libraries

Digitally set in Adobe's Joanna, based on the typeface designed by Eric Gill in 1930.  
The Jaffe Collection logo was designed by calligrapher Suzanne Moore.

No.6

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