VA Center for the Book—Book Arts Program
Coordinating Committee
September 18, 2019

Attending: Bonnie, Kristin, Lana, Janet, Lucas, Garrett, Kevin, Sarah, Angie, Addeane

Committee Reports

Education:
Yolanda will retire as chair.

Upcoming Lectures:
October 11 – Emily Larned will speak in a program organized by the UVA Art Department. Bonnie suggested that she display her work from one of the ILSSA projects in conjunction with the presentation.

November 9—Beatrice Coron will speak; this coordinates with her workshop “Cut Books and More” on the same day (6-7 are already signed up for the workshop; approximately the same number for the talk).

Bookbinding Core Course: The upcoming course came up short and has been cancelled. Jane, Yolanda, and Garrett met to discuss ways to broaden outreach in order to bring in more participants.

Membership: The follow-up letter about renewals has been approved and will be sent soon to members who have not yet renewed.

Events:

Report on the Wayzgoose Fair (Bonnie): The fair was a moderate success: 40-50 attended the panel discussion, and approximately 20 attended the demos. It definitely drew people we did not already know. The exhibit of the three panelists’ work showed a wide range of book arts. Kristin raised the question of a category of membership for people who want to support but don’t want to be full members who use the book center (for example, a “friends” category). Garrett commented that it is time to “open things up” in ways that broaden those affiliated with the center. There was a general discussion of what benefits “friends” might get. Kevin talked about trying out the idea soon, before the Auction and see who “bites.” Sarah will pursue the feasibility of the idea.

Report on the First Fridays (Bonnie): The opening was also a moderate success and easy to put on, since we had a show of artist’s books in place. A steady trickle of guests came through—perhaps 20 altogether, many new faces. Amy Arnold displayed a prototype of her new book “in process” for those curious about how an artist conceives of and produces a book.

Report on the upcoming Charlottesville Design Week October 8-12 (Lucas): Members will conduct three components of the program. Josef will lead a walking tour of design-related sites during a Firm Crawl on October 9. The book center will have a table in the Expo on Saturday 12. Garrett will conduct a letterpress demo.

Raucous Auction (Kevin): The upstairs space is reserved, and work continues on the website; auction items are coming in (place will be set up for dropping off donations). The full “Art of the Lie” will be publicly presented, including the 10 individual pieces in addition to the group collaborative project
pieces in addition to the “Pack of Lies” collaboration. In organizing the Auction, 5-6 major items will be auction, there will be a raffle, and more time will be devoted to the silent auction.

Other reports/actions

Update on Collaborative Project (Kristin): Garrett reported that 22 people are committed. There is the usual problem about meeting deadlines; October 20 is the working deadline. Bonnie and Kristin are exploring materials for the “map case,” which will be one piece and easy to make. They are considering bonded leather or faux suede. Janet suggested looking into wallpaper; Lana suggested canvas; Garrett suggested that they contact the head of the costuming department in the drama department at UVA. Also, there may need to be a “check-in” meeting for show-and-tell before the deadline.

Marketing and Publicity (Garrett): The need to cancel the upcoming Bookbinding Core course led to Garrett and Sarah reviewing the full range of opportunities for publicity. For example, there is no current Instagram account for the book arts program. Also, suggestions are needed for a listserv and other venues where announcements can be placed.

New system for scheduling CC and committee meetings (Kevin). The committee agreed to change to a system in which the CC meets every other month, with the committee groups meeting in the alternate months.

Recognition of CC members’ work on the committee and for the program as a whole (Kevin): Kevin passed out work aprons that had the logo of the Center for the Book and the individual’s name, all custom-produced by his mother.

Next meeting: Important—see the paragraph above about the new scheduling system. The next CC meeting will be Wednesday, November 6 at 5:30.