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**UD'S RIKE GALLERY FEATURES POSTERS
BY TRADITIONAL LETTERPRESS PRINTER**

DAYTON, Ohio – When Jim Sherraden started his job at a letterpress printing company in Nashville, Tenn., he was supposed to take over as the non-profit company's historian.

After his arrival at Hatch Show Print, he took a look at the company, which was losing ground to computer graphic design, and thought he could help the company make a comeback. He convinced the owners to give him a chance to prove his ideas, and he's been the manager ever since.

A collection of Sherraden's print designs are on display through Nov. 5 in the Rike Center Gallery at the University of Dayton. Gallery hours are 10 a.m. to 4 p.m. on Tuesday and Wednesday, 10 a.m. to 7 p.m. on Thursday and 10 a.m. to 2 p.m. on Friday.

Sherraden says that because of dedicated people like himself, traditional letterpress printing is on the rise. Shops like Sherraden's Hatch make everything from greeting cards to giant posters by carving letters and graphics out of wooden blocks, setting them in the press, inking them over by hand and press-printing the final product.

According to Sherraden, a good printer can make 100 prints in an hour, but it takes almost two hours to set up the press.

Color schemes in prints range from relatively simple designs using only one color to multilayered reprints. Reprints start out the same way as other prints. However, after the prints dry, additional layers in other colors are printed on top of the first to add depth and texture.

Hatch has used these techniques for almost 120 years. The company invites people to visit its store to browse the giant shelves of posters and blocks it's been collecting since the beginning of the century.

Sherraden uses these blocks when he creates his own designs. The UD display combines posters that Sherraden created on his own and designs done for events in the Nashville area.

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The events include everything from Lollapalooza '97 to a B.B. King concert to a show by "Marquis--The Twentieth Century Magician."

Basic color combinations dominate the Hatch posters, but Sherraden's personal works demonstrate the use of color blending and reprinting. For example, in "#53" Sherraden repeatedly uses mule images and the letters M-U-L-E. Red, green and blue are the main colors, but he also uses a matte of gold ink between the figures and the checked border.

For more information on the display or other upcoming Rike Center Gallery events, call the visual arts department at (937) 229-3237.

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For more information about letterpress printing or the Sherraden display, call **Jeff Jones**, gallery director, at (937) 229-3857.