



LIBRARY OF VIRGINIA

Sandra Gioia Treadway
Librarian of Virginia

**Iconic Images of Hatch Show Print Fill Library of Virginia
~Exhibition on American Letterpress Runs through February 4, 2012~**

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For Immediate Release

Richmond, Va. – The Library of Virginia is pleased to present *American Letterpress: The Art of Hatch Show Print* opening December 5, 2011 and running through February 4, 2012. *American Letterpress* illustrates the fascinating fusion of art with popular culture and music history. Featuring the work of one of the nation's oldest continuously operating printing shops – Nashville, Tennessee's Hatch Show Print – the exhibition highlights the uniquely vibrant American posters produced to advertise everything from vaudeville shows, state fairs, and stock car races to the Grand Ole Opry, Norah Jones, Elvis Presley, Bela Fleck, Emmylou Harris, and Herbie Hancock.

The exhibition at the Library includes original posters (including authorized restrikes from vintage blocks and contemporary restrikes), hand-carved original wooden printing blocks, text panels, and labels. Some of the work has never been publicly shown.

Founded in 1879 in Nashville, Hatch Show Print is still a working letterpress and design shop, creating posters today using the same letterpress methods as yesterday. Recent Hatch Show Print customers include B.B. King, Neil Young, Coldplay, Dave Matthews Band, The Grateful Dead, and Alan Jackson. Design customers include *The New York Times*, *Wired Magazine*, *Golf Digest*, Anthropologie, Nike, and Taylor Guitars. The posters are bold and colorful with sensational graphics designed to catch the viewer's eye.

Jim Sherraden is manager, chief designer, and archivist at Hatch Show Print, one of America's oldest surviving show poster and design shops. Since 1984 he has overseen its transition from a cultural survivor to a widely recognized graphic design icon and destination for letterpress enthusiasts. He is the curator of *American Letterpress: The Art of Hatch Show Print*.

American Letterpress: The Art of Hatch Show Print, an exhibition created by the Smithsonian Institution Traveling Exhibition Service in collaboration with the Country Music Hall of Fame® and Museum, is supported by America's Jazz Heritage, A Partnership of the Wallace Foundation, and the Smithsonian Institution.

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The exhibition is free and open to the public. There is limited, free parking for exhibition visitors in the Library's underground deck, which is accessible from Eight and Ninth streets. The Library of Virginia is open Monday through Saturday from 9:00 a.m. to 5:00 p.m., excluding state holidays.

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Editor's Advisory: Images available upon request.

About the Library of Virginia

The Library of Virginia, located at 800 East Broad Street in historic downtown Richmond, was created by the General Assembly in 1823 to organize, care for, and manage the state's growing collection of books and official documents. Today, its collections include nearly 114 million archival items and more than 1.8 million books, serials, newspapers, and state and federal documents that tell the story of the history of Virginia. It is a rich treasure-house of materials available to all.

About Smithsonian Institution Traveling Exhibition Service (SITES)

SITES has been sharing the wealth of Smithsonian collections and research programs with millions of people outside Washington, D.C., for more than 50 years. SITES connects Americans to their shared cultural heritage through wide-ranging exhibitions about art, science, and history, which are shown wherever people live, work, and play. Exhibition descriptions and tour schedules are available at www.sites.si.edu.