



*RIT Press*  
*Annual Report 2018*

RIT Libraries

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**Research is valued at RIT.**

**Research means discovery.**

**Discovery without dissemination is a diary.**

At RIT Press, we offer the means for attractive, professional presentation of scholarly research. We invite you to explore and learn about the scholarship we have disseminated in the past 12 months.

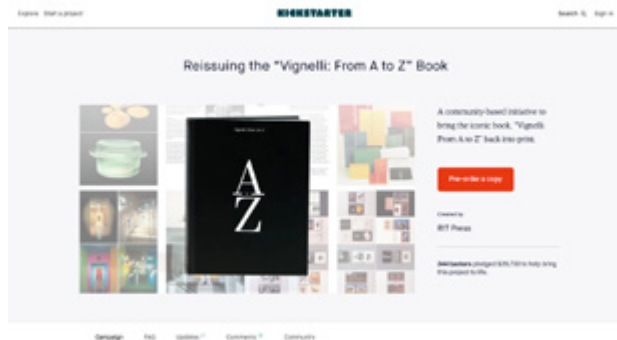
Turn the page.



## ***Vignelli: From A to Z***

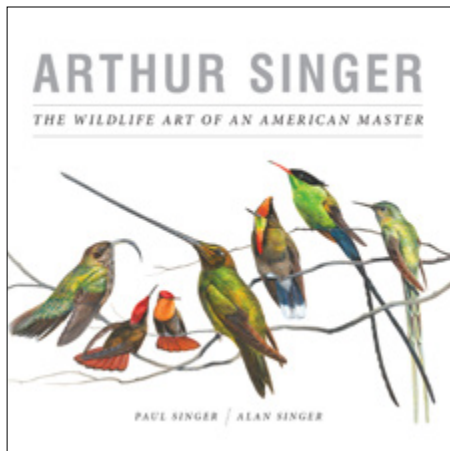
by Massimo Vignelli and Lella Vignelli

A superbly presented volume that is a treasure trove of the thoughts of internationally acclaimed designers Lella and Massimo Vignelli. Massimo Vignelli taught a summer course at the School of Design and Architecture at Harvard on subjects that were initially alphabetized for convenience, but now form the basis of this unprecedented publication. First published in Australia in 2007 by The Images Publishing Group Pty Ltd.; first U.S. edition published by RIT Press in 2017.



## Kickstarter Campaign

RIT Press launched its first Kickstarter campaign in May 2017. The goal of the campaign was to fully fund a facsimile reprint of the book *Vignelli: From A to Z*. Printed ten years earlier, it had quickly sold out. The campaign was fully funded within 16 days, garnering the support of 344 investors, ultimately exceeding the original fundraising goal by raising \$30,000. By August 2017, the book was reprinted and all supporters received copies of the facsimile version or an enhanced, deluxe edition elegantly enclosed in a signature Vignelli red slipcase.



**Arthur Singer**  
***The Wildlife Art of an American Master***

by Paul Singer and Alan Singer

Arthur B. Singer was a celebrated American wildlife artist specializing in bird illustration. His career spanned five decades, and he illustrated more than 20 books, including his masterpiece, *Birds of the World*; the classic bird guides *Birds of Europe*, *The Hamlyn Guide to Birds of Britain and Europe*, and *Birds of North America*; and the State Birds and Flowers postage stamps for the U.S. Postal Service. This colorful retrospective of his life and career, written by his sons, brings Singer's classic work to life.

**"Arthur's drawings, especially in pastel – are without equal, and his paintings held by the Woodson Art Museum, are among the jewels of our collection."**

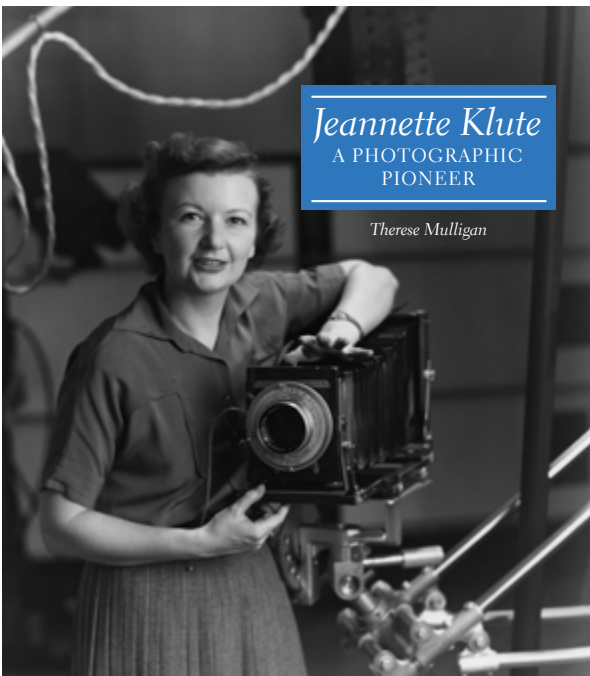
Kathy Kelsey Foley, Director of Leigh Yawkey Woodson Art Museum, June 2017



**"I worked with RIT Press on two books related to RIT Archive Collections. Throughout both projects, I was impressed with their professionalism, organization, attention to every detail, and readiness to assist with questions large and small."**

Becky Simmons, RIT Archivist, editor of *Transforming the Landscape* and contributor to *Jeannette Klute*





***Jeannette Klute***  
***A Photographic Pioneer***

by Therese Mulligan

Contributing authors: Becky Simmons, Lauren Alberque

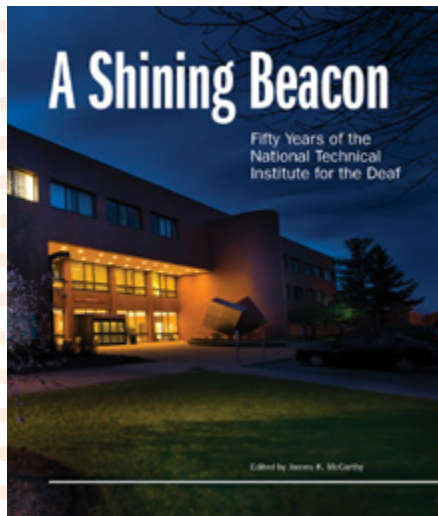
The focus of Jeannette Klute's career at Eastman Kodak Company was on new discoveries in color photography, in particular, the Dye Transfer color process. Klute adopted the laborious Dye Transfer process in the interest of highlighting landscape and natural settings. This book displays her photographs and details Klute's unique life as a color photography pioneer. Her photographs are held by a small number of museum collections in the U.S., and the RIT Archive Collections at Rochester Institute of Technology has the largest holding of her lifelong work.

***Imagine This***  
***RIT's Innovation + Creativity Festival***

Edited by Bruce A. Austin

Beginning in 2008, the Imagine RIT Innovation + Creativity Festival annually attracts thousands to the Rochester Institute of Technology campus where they see, learn, and interact with hundreds of exhibitions and demonstrations created by the Institute's students, faculty, and staff. *Imagine This* pulls back the curtain and in six chapters and more than 150 photographs, reveals the Festival's initiation, development, and maturation during its first decade.





***A Shining Beacon  
Fifty Years of the National  
Technical Institute for the Deaf***

Edited by James McCarthy

*A Shining Beacon* highlights the first fifty years of the world's first and largest technological college for deaf and hard-of-hearing students: the National Technical Institute for the Deaf at Rochester Institute of Technology. From its early days in 1968 to its fiftieth anniversary, NTID has graduated more than 8,000 alumni and has transformed the education of deaf and hard-of-hearing students forever. Seen through the perspectives of contributing writers, *A Shining Beacon* illuminates the multifaceted experiences of NTID's students, faculty, and staff.

*Sutures and Spirits*  
*The Photographic Illustrations*  
*of Lejaren à Hiller*

by Doug Manchee

Lejaren à Hiller (1880–1969) pioneered advertising photography for an industry dominated by text and an occasional line drawing. An advertising and editorial photographer in early twentieth-century America, Hiller began his career as an illustrator. He first recognized photography's potential as a persuasive method to sell products and services, as well as illustrate magazine stories. Best known for his large and exquisitely detailed studio sets that often depicted historical scenarios or exotic foreign lands, Hiller produced thousands of photographs for a variety of clients.





## THE SURREAL VISIONS OF JOSEPHINE TOTA

### *The Surreal Visions of Josephine Tota*

Edited by Jessica Marten

Josephine Tota (1910–1996) was a seamstress and amateur artist who lived a conventional life among the Italian immigrant community in Rochester, New York. In her seventies, she spent countless hours painting in the privacy of her home, where she imbued over ninety small jewel-like paintings with the richness of her strange imagination. Tota's work cannot be defined as entirely mainstream, self-taught, visionary, or surreal. Published in cooperation with the Memorial Art Gallery of the University of Rochester for a 2018 exhibition of Tota's work.

## Online Journal Honored for Innovation in Publishing

*HAYDN: The Online Journal of the Haydn Society of North America* and RIT Press won a PROSE Award for Innovation in Journal Publishing: Humanities and Social Sciences. The Association of American Publishers annually recognizes the very best in professional and scholarly publishing by bringing attention to distinguished books, journals, and electronic content.



**“ Being nominated for and then receiving the 2018 PROSE Award for Innovation in Journal Publishing is wonderful recognition of the hard work and dedication of our authors, editors, the RIT Press, and the Haydn Society of North America, and affirms our own belief in the importance of the broadest possible education in the arts and humanities.”**

Michael Ruhling, professor of performing arts at RIT,  
and editorial director of *HAYDN*

## Inaugural Conference Draws Hundreds of International Scholars

RIT Press organized and hosted the inaugural Photo History/Photo Future Conference held in April 2018. Seventy international scholars shared their research discoveries on 24 panels, stimulating avenues for future research and educating more than 300 attending conferees. One simple indicator of the conference's success: at 8 a.m. on the first day of the conference there were 80 people in attendance at one panel and 120 people present at the concurrent session. An identical pattern was replicated throughout the conference.

RIT Press partnered with the George Eastman Museum, the Image Permanence Institute, and several RIT academic departments to host exhibits and receptions throughout the weekend. The conference concluded with a well-received antiquarian photography show.



Above: Vendors showcase their collections at the Antiquarian Show

Right: Attendees listen intently in a packed room at the conference

Photos by A. Sue Weisler





**“ The event was a smashing success...  
I benefitted greatly from new knowledge,  
criticism, debated topics, and scholarly  
research presented at the conference.  
This helps me to shape new subject areas  
for my classes, and to supplement and  
revise existing curricula.”**

Ken White, Associate Professor, Fine Art Photography/Photo Arts,  
School of Photographic Arts & Sciences



The exhibition "The Luminous Print: An Appreciation of Photogravure" at RIT's Cary Graphic Arts Collection was curated by David Pankow, right. Photo by A. Sue Weisler

Bruce A. Austin  
Director

Presenter, "Widescreen: Expanding the Research Agenda for Arts & Crafts," at the International Conference on Frank Lloyd Wright and the Buffalo School of Arts and Crafts, University at Buffalo, October 2017.

Molly Cort  
Managing Editor

Exhibitor, Viva L'Italia 2018 Guest lecturer, Armando Milani. April 2018.

Panelist, "Great Authors: Bob Dylan," Rochester Institute of Technology. September 2017.

Laura DiPonzio Heise  
Business Manager

Exhibitor, ARLIS National Conference. New York, NY, February 2018.

Marnie Soom  
Design and Marketing Specialist

Exhibitor, ARLIS National Conference. New York, NY, February 2018.

Presenter, "What's Happening at RIT Press?" TWC Lunch 'n' Learn, Rochester, NY, June 2017.

RIT Press

Conference Sponsor, TypeCon 2017, Boston, MA, August 2017.

Exhibitor, RIT New Faculty Orientation, Rochester, NY, August 2017.

Co-Sponsor, Rochester Antiquarian Book Fair, Rochester, NY September 2017.

**"I am fortunate to work for Jostens Commercial Printing, and able to unite RIT Press and Jostens together for an unbeatable team producing world-class books. RIT Press has top designers and production staff envisioning unique projects."**

Thomas E. Turner  
Print Consultant and RIT School of Printing  
Alumnus (Class of 1985)



Photo by A. Sue Weisler

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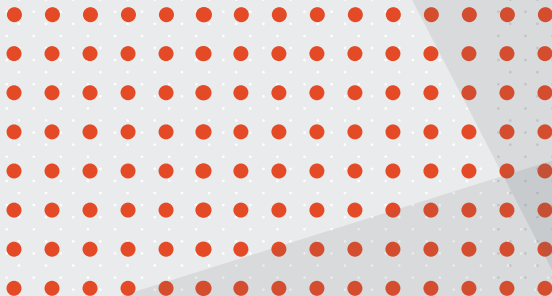
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