

General Guided Tour Manual

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Overview

The General Guided Tour gives the visitor an introduction to the history, art, and technology of printing through the museum's collection highlights and interactive printing experience. The tour highlights the technological progress and its impact on people's accessibility to written words, on the history of newspaper journalism (mostly in America), and on the methods of communications. The tour will also give a view into the museum's studios and workshop spaces to extend the narrative of printing as an innovative and creative process that continues today.

Intended Audience

For walk-ins, any groups or persons who did not request special topic tours.
For older youths and adults.

How to Use This Manual

This manual is intended to provide a core framework for any educators, including the Education Programs Manager, docents, as well as any museum personnel representing the institution.

"Tour Plan" provides a general outline with "talking points" for each location, collection highlights, and suggestions on transitions or interactive conversations.

"Sample Tour Transcript" gives a word-by-word example of a tour with suggested timeline. Use this as a reference.

Use this manual in conjunction with the museum's object files and reference library, which give more information on each artifact and topic. Also refer to Docent Training Program and Docent Learning online resources.

General Map

PERMANENT COLLECTION GALLERIES

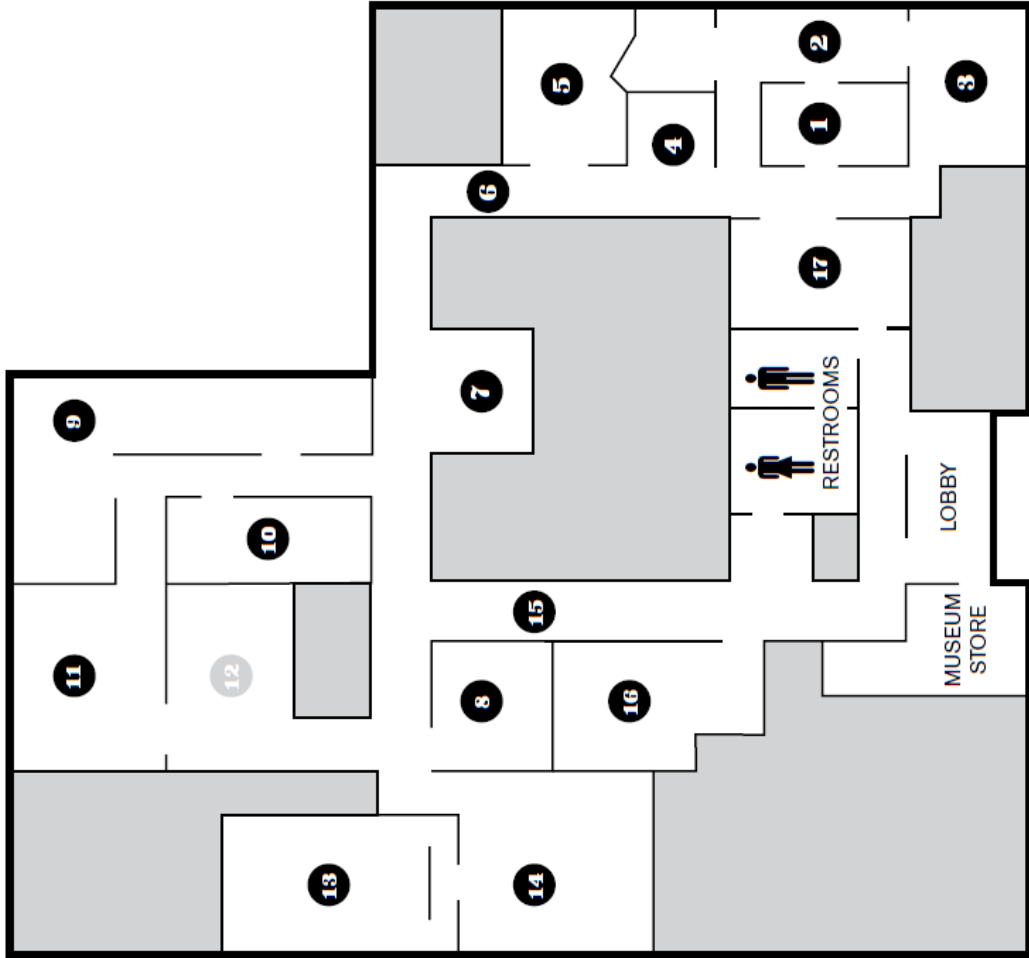
1. **EARLY COMMUNICATION**
 - ∞∞ Rosetta Stone Casting
 - ∞∞ Hyakumanto Dharani Scrolls
 - ∞∞ Book of Kells (Facsimile)
 - ∞∞ Gregorian Chant Book
2. **GUTENBERG AND THE RENAISSANCE**
 - ∞∞ Gutenberg Bible (Facsimile)
 - ⚙️ Gutenberg Press (Facsimile)
3. **PRINTING IN EARLY AMERICA**
 - ∞∞ Benjamin Franklin & Pennsylvania Gazette
 - ∞∞ Harper's Weekly & Thomas Nash
 - ∞∞ The Declaration of Independence
 - ⚙️ Columbian Press
4. **MEXICO, TEXAS AND THE REVOLUTION**
 - ∞∞ Gen. Santa Anna's Surrender
 - ⚙️ Albion Press
5. **AGE OF THE DAILY NEWSPAPER**
 - ⚙️ Cranston Drum Cylinder Press
 - ⚙️ Linotype Machine
6. **ON THE FRONT PAGE**
7. **MODERN OFFICE TECHNOLOGY**
 - ⚙️ 1st Xerox machine
 - ⚙️ Apple Macintosh Computer

ART STUDIOS

8. **BOOKBINDING**
9. **LETTERPRESS**
10. **PAPERMAKING**
11. **LITHOGRAPHY**

ROTATING GALLERIES

12. **RECEPTION GALLERY**
13. **THEATER**
14. **FOUNDERS GALLERY**
15. **HALL GALLERY**
16. **BOOK GALLERY**
17. **WELCOME GALLERY**



∞∞ Take a closer look

⚙️ Printing press/technology

Tour Plan

Lobby / Museum Store	<ul style="list-style-type: none"> • Introduction • Review of museum etiquette • History of the museum and the area • Object of the tour 		For younger group, start with making a “pressmen’s hat”. Depending on the size, age, and timing of the group, have them do an origami session. Making and wearing the hat will set the visitors as “apprentices” who can then move onto printing at a later point in the tour.
Early Communication Gallery	<ul style="list-style-type: none"> • The history of written words before printing – the difficulty of production, and the special status accorded to written words due to the extreme resource they consume (“sacredness” of written words) • “alternative” history of printing in Asia • comparison of different paper type and writing system as factors in the development of printing 	<p>Book of Kells, Gregorian Chant Book, and <i>Les heures tres riches</i></p> <p>Dharani scroll and Chinese movable type</p> <p>Paper exhibit</p>	(Optional transition) – Move into the Fine Art Gallery to point out Durer and Cranach’s woodcut to illustrate the importance of woodcut printing that predates the metal type printing, different types of printing that existed before Gutenberg, and their pros and cons
Gutenberg’s Shop	<ul style="list-style-type: none"> • The invention of metal type and press improved efficiency. • Highlight the improvements as well as lingering challenges in printing. 	Press demonstration	Get 2-3 people at a time to participate in demonstration. Limit to 10 mins.
Renaissance Gallery	<ul style="list-style-type: none"> • The increased accessibility to books prompted many to make the contents accessible as well. This led to new generation of vernacular translation 	A quick overview of the Bible case and the “secular” case. Emphasize the significant increase in the availability and accessibility of	Depending on the interest of the group, highlight 1-2 objects in the case.

	<p>of the Bible.</p> <ul style="list-style-type: none"> • Flourishing literary culture and visual culture. 	printed materials.	
Americana Gallery	<ul style="list-style-type: none"> • the importance of printing in the formation of early American culture and identity. • Printers as publishers, editors, thinkers, facilitators. Motivating force in the American Revolution. • Briefly trace the evolution of image printing, demand for more news, and the explosive growth of journalism in the US 	<p>Columbia Press demonstration.</p> <p>Benjamin Franklin and Pennsylvania Gazette</p> <p>Harper's Weekly</p>	Talk about the work being printed (Declaration of Independence, Emancipation Proclamation).
Early Texas Gallery	<ul style="list-style-type: none"> • Brief discussion of Samuel Bangs and the culture of itinerant printers in 18/19th century 	Albion Press	
Hearst Gallery and Front Page Gallery	* Highlight the		
Modern Office Technology Gallery			
Artist Alley	<ul style="list-style-type: none"> • Intro to studio space, highlighting the museum's ongoing effort to nurture the creative spirit of the printing world • Introduce each space, highlight artifacts and the hands-on nature 	<ul style="list-style-type: none"> • stone lithography press • Letterpress shop, tabletop presses and proofing press 	<p>* Funny point: Books were once sold as pages not bound books. People bought pages and "customized" the type of binding (cover, marbling, illustrations etc.) they wanted for their book. That's why the art of bookbinding flourished in the old world.</p> <p>* Point to any recent works done</p>

	of the on-going work	<ul style="list-style-type: none"> • Papermaking studio • Bindery 	by the artists and guilds.
Special Exhibit	<ul style="list-style-type: none"> • a short intro to the current exhibit or event. • Wrap up 	* In front of the Bindery or Miniature Book Case, overlooking the Special Exhibit side.	* Encourage visitors to explore the Special Exhibit and go back to the Permanent Gallery for further discoveries. * Encourage visitors to sign up for mailing list, join as members, take classes.

Sample Tour Transcript

Note: This is a transcript for reference only. Docents and educators are encouraged to learn about the collection holistically and find their own voice using the resources and training provided.

Lobby/Gift Shop

(Offer to store bags, backpacks in the locked office area. Suggest restroom visit before starting. Clear payment etc.)

Good morning, welcome to the Printing Museum.

Has anyone been here before? Welcome back. If you are new here, I'm excited to introduce to the world of printing. This building where we are in, and the area we are in along the Allen Parkway, are historical themselves. They were known in the 1930s as "craft district" where printing plants were built in clusters (and that's how it also came to be known as "Printers' Row"). You may see other buildings still nearby including the Clarke and Courts just down the street, the Star Engraving Company Building, which is now the offices of the Houston Arts Alliance and Stages Repertory Theatre, the Gulf Publishing Company Building (1927), the Rein Company Building (1928). This building you are in right now housed the Printing Industries of the Gulf Coast office and print shops, and was later converted into a museum. I like to think how printers in previous generations have actually worked in this place and now became part of the long line of printers and printing history. And now, you get to walk through them!

Early Communication

Printing in its simplest definition is a process where you put down text or images onto a surface, often with mechanical process. And the earliest mechanism? Can you guess? You! Civilizations started putting down their stories onto a variety of surfaces early on. In this gallery, especially on this side (the Bibles), show how books were made in

(optional, depending on the time and audience interest)

This is not to say that printing didn't exist in Europe before Gutenberg's invention.

Let's take a quick detour through the artist's prints.

Gutenberg Gallery

Religious text was not the only one benefiting from the printing revolution. The way in which books became more accessible and the way people are beginning to see information as something you can record, share and debate about with greater ease, you also have early scientists and thinkers undertaking large projects. One of them is this map that shows what was the latest view of the world as “discovered” by the explorers. It was thought to be lost and we only knew of its existence by printed pamphlets that were meant to accompany the map. It was a chance discovery in a small library in Germany that led to this only surviving copy.

And speaking of America...

Early America Gallery

Hearst Linotype Gallery and Front Page Gallery

Modern Office Technology Gallery

Artist Alley

Lithography Studio is the lynchpin of our museum’s artist alley. The printing press you see is a stone lithography press from the late nineteenth-century. Has anyone seen the movie *Moulin Rouges*? And the artist Toulouse-Lautrec who made all those posters? He would have used the same kind of printing press as the one you see here.

Our Master Printer Charles Criner, who was a favored student of John Biggers and continues his legacy of portraying the scenes of African American experience, has been working with this press for the past two decades. He has mentored many artists right from this studio.

(Move to Letterpress Studio)

Another place of pride for the museum is the Letterpress Studio. Our Letterpress Guild works with these printing press original from the 19th and early 20th century and woodtype and metal type that were used in a variety of print shops in their heyday. Now they are using them to create beautiful works, including the Museum's posters and cards. We have very exciting workshops and classes you can take using these original, antique presses so check out the class schedule at the frontdesk before you leave or online on your website printingmuseum.org

(Circle back to the alleyway)

Printing, if you remember from our earlier conversations, is part of a collaborative process. Paper is one of the most common surfaces where printing happens. On your right you are looking at Papermaking Studio where one of our artists create a variety of artisanal papers.

(Walk over to the Bindery)

And what do you do when you create paper and print on it? (pause for answers) Books! "Binding" a book is an art form that people are beginning to rediscover lately. You have to organize the paper, cut off the edges, thread them together, create covers and spines, and decorate. It is a complicated and fascinating process, involving a rather scary cutting machine like you see here, or a myriad of craft tools that punches in very thin layer of gold into the leather cover, like you see here. Our Bindery is a place where bookbinders can work on creating their own books and notebooks, and again, you can take one-day or multi-day classes to create your own.

(OPTIONAL: A brief stop at the Type Cabinet Gallery)

This is one of the places where magic happens! We have thousands of wood and metal type that we are sorting through. Some of these in good condition will be used at the Letterpress Studio you saw earlier. You can imagine yourself in a printing shop a hundred years ago when printers and typesetters would sort through all these type to create their works. Some of these are not letters but small clip arts, decorative blocks and borders (show examples).

(Move back out to the hallway)

Special Exhibit

And what you saw so far is only 2/3 of the museum. The last part of our museum is Special Exhibits where we bring exciting shows about the history of printing and artists and industry technology to showcase how the printing has evolved today. Currently we

have on view [Exhibition Title] and [Summary of the Exhibition] Please take your time to check them out.

Conclusion

And this is where I leave you all. If you'd like to circle back to the Permanent Collection to see anything we passed or you want to take more time to look at, please free to do so. Restrooms are down the hallway. Please make sure to sign up for our mailing list and consider joining us as a member to get special perks.

Thank you!