

Annual report of the Gutenberg Museum for 2012

The number of visitors of the Gutenberg Museum has remained stable; a further, albeit moderate, increase can be recorded compared to the previous year. In 2012, a total of 108,938 visitors were welcomed to the museum, including 25,138 children and young people. The events in the print shop, the museum's educational workshop, and the educational offers outside the museum were also attended by around 22,000 guests. The extension of opening hours on Sundays (until 5 p.m.) with guided tours for children of various age groups and the further expansion of the programme of events in 2011 will make the Gutenberg Museum even more attractive.

Since autumn, the innovative, first Mainz Museum App - one of the first in Rhineland-Palatinate - has been available to all iPhone users across the generations to prepare and follow up their visit to the museum. It offers basic information on the permanent and special exhibitions, interactive room plans and six tours through the museum's departments in three languages, which can be borrowed on site as an iPod-based audio guide.

Interactively, the Gutenberg Museum is now also represented in the social media section on Facebook and Twitter. New media education offers, realised in cooperation with the partners "Media Competence on Wednesdays at the Gutenberg Museum", "Using Media Sensibly" and "MyMobile", give pupils a different perspective on the museum profile, but also include cross-generational guided tours for grandparents and grandchildren. A QR Code rally for young people following in Gutenberg's footsteps has been newly developed, and in the Gutenberg media workshop, history has become a special experience through the use of new media.

In 2012, seven new information leaflets in German and English were published on topics relating to the press history department¹ and the artistic technique of linocut in the print shop.² The core "Gutenberg" department was restructured and the bilingual labelling system of the permanent exhibition was continued.

Special exhibitions

In 2012, the Gutenberg Museum invited visitors to five special exhibitions that presented a rich international panorama of the book, printing and writing from the early history of Armenian book printing to the digital present.

ON-TYPE: Texte zur Typografie documented until 6.5.2012 German-language theses, manifestos and position statements on typography in the 20th and 21st centuries and offered an overview of the history of typography, outstanding protagonists and historical and current discourses, which visitors could experience and help shape interactively. The focus was on the extensive holdings of the Gutenberg Library, supplemented by valuable loans and donations. The exhibition graphic by Marcel Häusler was awarded the "Silver Award" by the Art Directors Club für Deutschland (ADC) e. V. in the category "Poster Design" and received a further award in the category "Design Talents" (Corporate Design) in the context of the Rhineland-Palatinate Design Prize. It is particularly honourable that the renowned Bauhaus Archive in Berlin will take over the exhibition and present it in the context of "Typo Berlin" (7.5. - 5.8.2013).

Moving letters were the focus of the exhibition *Moving Types - Letters in Motion*, which offered a retrospective of animated typography from the beginnings of film to the present until 11.8.2012. The exhibition, which was created in cooperation between the z zg - Zentrum Zeitbasierte Gestaltung (Institute for Media Design at the University of Applied Sciences in Mainz, Prof. Anja Stöffler, and Hochschule für Gestaltung Schwäbisch Gmünd, Prof. Ralf Dringenberg) and the University of Applied Sciences in Mainz (Prof. Harald Pulch) with the Gutenberg Museum (Dr. Annette Ludwig), built a bridge to modern media culture and aesthetics in terms of content, technology and design and used the latest media and forms of presentation. With the iPad, visitors to the media lounge were able to access around 200 exemplary, representative or style-forming works of moving typography by international artists and designers in five content sections (film titles, advertising and children's films, music video, corporate motion, art and experiment, information graphics), favour individual sequences in recourse to the practice of social networks and place them in an individual media library in order to take them home with you via a printable QR code or play

them on the project wall in the exhibition and "share" them with other visitors.

The Gutenberg Museum thus became a pioneer in the use of the latest forms of reproduction and communication in media design.³ Moving Types - Letters in motion not only attracted visitors but also inspired the experts. The show was awarded the renowned "red dot design award" in 2012. It also received the "Designpreis Rheinland-Pfalz" (communication in space) and the "iF communication design award 2013". The exhibition went to Schwäbisch Gmünd (Galerie im Prediger, 28. 9. - 26. 11. 2012), where it achieved a record number of visitors, and will be shown in other German and foreign museums from 2013 onwards.

Thanks to generous financial support from the Rhineland-Palatinate Foundation for Culture, the media façade realised in the context of this special exhibition can remain permanently at the museum. SMS messages from all over the world (telephone number 0049 151 36974123) allow moving text to wander across the main façade, which is fitted with LEDs, and make it "dance".

The 175th anniversary of Bertel Thorvaldsen's Gutenberg Monument in Mainz, one of the first civic monuments in public space, was the occasion for the special exhibition *Fest verankert - Erinnerungsort Gutenberg-Denkmal* (13.6. - 11.11.2012).⁴ In cooperation with the Mainz City Archives, the museum traced the historical, art historical and specifically "Meenzer" significance of the monument in a festive architecture. Around the original plaster model, which was on loan from the Thorvaldsens Museum in Copenhagen for only a second time after its presentation to the Monument Commission in 1834, the history of the monument's creation and the security and restoration measures from 2008 to 2010 were reviewed, other Gutenberg memorabilia were presented in comparison and the Gutenberg festivities were remembered. At the vernissage, among other things, the extremely rarely presented "Festgesang zur Errichtung des Guttenbergischen Denkmals in Mainz" by Giacomo Meyerbeer was performed - by the Mainzer Singakademie e. V., which also gave an a cappella summer concert in the courtyard of the Gutenberg Museum on 22 September 2012 to accompany the exhibition.

A thematic selection of our worldwide important collection of ex-libris in public ownership in Germany, the largest in the world with more than 100,000 copies, was presented in the exhibition *Museum trifft Theater - Theater trifft Museum* (Museum meets theatre – theatre meets museum) (7 July 2012 - 5 May 2013), which was created in cooperation with the Staatstheater Mainz. It brought together more than 300 ex-libris for theatre fans and stage stars from Caruso to Karajan and Tilla Durieux to Doris Day, combining a passion for books and theatre. On display were luxurious collector's prints as well as simple utility ex-libris for bibliophile theatre fans, stage and film stars, works by renowned artists, sheets from the heyday of ex-libris art around 1900 and many modern examples, also from lenders, which prove that the ex-libris is alive.⁵ The exhibition, which was flanked by an extensive accompanying programme⁶ and opened with a historical costume show, showcased the small treasures with theatre flair.

The exhibition "*Schriftkunst und Bilderzauber*" (Letter art and picture magic) on the occasion of the 500th anniversary of Armenian letterpress printing (7. 12.

2012 - 17. 3. 2013) brought together the treasures of oriental early printing. It could be realised thanks to a cooperation with the Staatsbibliothek zu Berlin - Preußischer Kulturbesitz and the MESROP Arbeitsstelle für armenische Studien at the Martin-Luther-Universität Halle-Wittenberg. It shows selected works from the early centres of Armenian book printing - Venice, Constantinople, Amsterdam - including the first prints, the first Armenian Bible and the first Armenian periodical, exquisite manuscripts from the 13th to 17th century. They are famous for their beauty and show the continuity between the artistic Armenian manuscript tradition and letterpress printing, as well as splendid examples of binding design. At the opening of the exhibition, which was supported by the Armenian government and important lenders⁷, the Armenian Prime Minister Tigran Sargsyan and his wife, the Armenian Minister of Culture Hasmik Poghosyan, the Ambassador of the Republic of Armenia in Germany, Armen Martirosyan, consular representatives from Turkey, Venezuela and Kosovo as well as the Prime Minister of Rhineland-Palatinate Kurt Beck were welcomed along with many other prominent guests from the city and the country.

Small exhibitions and presentations

In May 2012, the world's largest print was a guest of the Gutenberg Museum: *Herwig Zens: Die Obsession – Das radierte Tagebuch* (Herwig Zens: The Obsession - The Etched Diary) (11 - 20.5.2012)

Accompanying the special exhibition *Fest verankert - Erinnerungsort Gutenberg-Denkmal* (Firmly anchored

– The Statue of Gutenberg as a Place of remembrance), a selection of photographic works by the Mainz-based artist Gabriele Sinsel was shown, who followed the master who descended from his pedestal on a walk through the city: *Gutenberg unterwegs* (Gutenberg on the road) (13.6. -

11.11.2012). The cabinet exhibition *The Printing Press as an Agent of Change* (22.6. - 29.7.2012),

conceived by students of the Institut für

Buchwissenschaft (Institute for Book Science) at

Johannes Gutenberg University Mainz, paid tribute to

the work of the 2012 Gutenberg Prize winner from

Mainz, Elizabeth L. Eisenstein. In the showcase

presentation of the German Bookbinding Museum

Gunter Böhmer - Book Designer (until 6.1.2012), a

selection of the book covers he designed was shown,

and the series *Exlibris des Monats* (Ex-libris of the

Month), now in its second year, presented monthly

selected book owners' marks from the museum's rich collection.

Exhibitions in the print shop

The print shop of the Gutenberg Museum traditionally offers space for exhibitions, which in particular illustrate craft techniques of printing and have a workshop character. Until 5.4.2012, typographic works by students of Mainz book science were shown here under the title *Arbeitsprobe II - Da beißt die Maus kein' Faden ab*, which playfully dealt with German proverbs. *maKULaTUR – ist das gut oder kann das weg? (maKULaTUR - Is that good or can it be removed?)* provided a new perspective on supposed waste products - (16.8. – 8.12.2012). Different varieties of waste paper impressively demonstrated what can be "read" and designed from paper waste.⁴

External exhibitions

In the summer of 2012, the Gutenberg Museum presented its new travelling exhibition "*When the Letters Learned to Walk - Medieval Book Art from the Gutenberg Museum in Mainz*" at the Franconian Museum in Feuchtwangen (12.5. - 12.8.2012), which

was well received by the media. The exhibition is dedicated to the exciting transition phase from manuscript to print. In addition, the museum realised the exhibition "*Gustl Stark*" in the foyer of the Mainz town hall from new, own holdings. For the touring exhibition "*Entdeckung Korea! – Schätze aus deutschen Museen*" (Discovery Korea - Treasures from German Museums) in the Grassi Museum of Ethnology, Leipzig (17.2. - 27.5.2012), in the Museum of Applied Arts, Frankfurt / Main (28.6. - 9.9.2012) and in the Linden-Museum, Stuttgart (13.10.2012 - 13.1.2013), the Gutenberg-Museum provided numerous loans. It was involved in other important exhibition projects as a lender and intensified the contact to its partner museum in Cheongju City/South Korea, which celebrated its 20th anniversary.⁸

Events (selection)

The Gutenberg Museum has become a popular venue for events: Sunday and lunch breaks, guided tours for curators and directors, workshops, lectures by German and foreign scientists, colloquia and a scientific symposium, film evenings and concerts were among the more than sixty special events of the

year. In addition, the Mainz tour guides, who again assisted us voluntarily in the supervisory area, offered public tours of the museum throughout the year. Film evenings on the subject of "moving typography", discussions with "makers" in the media industry, practical "Moving Types Workshops", a Grand Matinée and the two-day finissage were some of the highlights of the programme accompanying *Moving Types - Letters in Motion* for all age groups. The "*TypoTalks - Gespräche über Schrift*" (Typo Talks – Discussions about types) (21./28.3.2012), in which contemporary type designers presented their work, were very popular. The large symposium "*Schrift / Macht / Welten. Typografie und Macht*" (Type / Power / Worlds. Typography and Power) (4./5.5. 2012), where proven experts from theory and practice discussed the political dimensions of typography and enjoyed a specially created "Typo Dinner" on the final evening. The exhibition "*ON-TYPE: Texte zur Typografie*" on 7 April also presented the basic work "*Texte zur Typografie - Positionen zur Schrift*" (Texts on typography - Positions on type), which contains important statements on typography over the past 111 years.⁹ The publication was awarded the Rhineland-Palatinate Design Prize in the category "Editorial Design".

On 1 March 2012, SWR made its first appearance at the Gutenberg Museum with the *SWR Best List* and the literary experts Sigrid Löffler, Verena Auffermann and Lothar Müller (Süddeutsche Zeitung). The results of the interdisciplinary project "Photographing the Museum" with Prof. Johannes Bergerhausen (typography) and Prof. Stefan Enders (photography), Communication Design Department at the University of Applied Sciences Mainz, were presented on 18 April.

This year's artistic "school competition for the Johannismacht" put the focus on the new media façade and, under the motto "SMS to Gutenberg", produced many funny, thoughtful and clever contributions (award ceremony on 23.6.) On the occasion of the 7th Project Management Day of GPM - Deutsche Gesellschaft für Projektmanagement e. V., Regional Group Rhein-Main, on 8.5.2012, numerous guests were welcomed and the genesis of the exhibition project *Moving Types - Letters in Motion* was presented. The Gutenberg Museum participated in the International Museum Day (20 May) with a children's programme, and in the Mainz Museum Night (16 June), the museum offered a varied

programme on printing, crafts and modern media. During an action week (23 - 26 October), the Mainz city printer 2012/13 Sandra Heinz turned "*A beautiful piece from your cupboard*" into an individual work of art. The nationwide Reading Aloud Day on 16 November was organised by the Gutenberg Museum with prominent readers in cooperation with Stiftung Lesen, Mainz.

Among the special "highlights" were events in autumn and winter 2012, which were based on the civic commitment of the people of Mainz to "their" Gutenberg Museum, and which find a new, broad form of support in the "Gutenberg 2020" action alliance. A new cooperation between the Gutenberg Museum and the Südwestrundfunk and its regional director Dr. Simone Sanftenberg was founded, which resulted in a new Gutenberg film. The film by Alexander Wasner, which replaces the introductory puppet film by the Diehl brothers from the 1960s, was presented in the museum on 6 November. On 4 December 2012, the Mainz cabaret artists Lars Reichow, Tobias Mann and Sven Hieronymus organised the benefit evening "Lachen wie gedruckt" (Laughter as printed) in the sold-out Rheingoldhalle

in the presence of numerous representatives of public life. The proceeds of 80,000 Euros, rounded up by the Sparkasse Mainz bank, will go towards the structural development of the Gutenberg Museum.

On the "Gutenberg Action Day" (1 September), the Gutenberg Museum presented itself together with the International Gutenberg Society in Mainz e. V. at the Gutenberg Monument and organised printing campaigns, as well as at the Science Market of the Mainz Science Alliance (15-16 September) alongside the designlabor Gutenberg of Mainz University of Applied Sciences.

Museum Education

The museum's educational offers were also gladly used in 2012. The combined programmes for school classes - a guided tour of the museum's permanent exhibition, combined with practical experience of craftsmanship in the print shop or the museum workshops and a rally on Gutenberg's life and work in Mainz and the rest of the world - were extended to include book illumination. 195 school classes discovered the museum and the print shop as part of

the combined packages "Print Shop", "Book Illumination" and "Kanji", 105 school classes and small groups took advantage of the practical offers of "Printing and Typesetting in the Print Shop".

1,343 children celebrated their birthday in Seilergasse and ten evening events "Print shop à la carte" were organised here during the year. During the school holidays, special holiday offers could be attended, among other things under the motto "A book is made". In addition, 744 individual visitors were individually looked after and, under expert guidance, produced private printed matter or ordered it from us. Weekend workshops with artists and craftsmen introduced various practical skills related to printing and books. The museum educational cooperation with three Mainz museums was successfully continued in the "Reif für Kultur" (Ripe for Culture) event series, which is specifically geared to the older generation and will be continued in 2013 with additional institutional partners. Together with InfoConsulting and Touristik Centrale Mainz, a new electronic booking system for museum education was introduced.

Print shop and museum eEducation were represented at numerous events with the reconstructed Gutenberg press, including the Leipzig Book Fair (15 - 18 March), drupa 2012 (3 - 16 May) and the Frankfurt Book Fair (10 - 14 October). The reconstructed Gutenberg-Press travelled to the Franconian Museum Feuchtwangen (12.5. - 12.7.) and to the 775th anniversary celebrations of the city of Miltenberg (25.6. - 9.7.). The mobile printing workshop was loaned to 24 schools and other institutions. The Gutenberg Museum's museum education department was able to advertise its activities at the Handwerk Erlebniswelt (craft experience world) in Ingelheim (31.8. - 1.9.), at the open day in Mainz town hall (15.9.) and on World Children's Day (22.9.). For the first time, an evening programme was offered to visitors to the Frankfurt Book Fair on the traditional techniques of hand typesetting and hand-press printing in the print shop.

Library, graphic arts collection, scientific editing and conservation (selection)

A uniform inscription system was designed for the permanent exhibition area. The cataloguing and bibliographical inventory of the collection of

“Buchsteller” by Dr. Erwin Kreim, a collection of 400 volumes of guidebooks on the writing of letters from six centuries, which was taken over in 2011, was completed in a database. The inventory of the Müller miniature book collection, comprising some 5,400 titles, was begun with funds from the International Gutenberg Society in Mainz e. V., the Förderverein Gutenberg e. V. and the Rhineland-Palatinate Foundation for Culture. The inventory of the Estermann collection of journals, which was purchased in 2012, and the further indexing and cataloguing of Philipp Bertheau's estate in a database were continued. The donation of around 130 volumes on the history of early Croatian book printing was included in the library catalogue. Scientific advice was given for the new Gutenberg film of the SWR as well as for the Gutenberg film for the benefit event "Lachen wie gedruckt" on 4.12. The restoration of incunabula was supervised with funds from the Cultural Foundation of the Federal States. Numerous new works were added to the Gutenberg library and the restructuring of the magazine list was begun. Numerous enquiries from scientists, students, pupils, authors and other interested parties were answered by the museum team,

including 81 more extensive enquiries about the ex-libris collection alone.

The Gutenberg Museum was awarded the "Helmer Fogedgaard Certificate of Honour" by the international ex-libris collectors' association FISAE (Fédération Internationale des Sociétés d'Amateurs d'Exlibris) in 2012. This award recognises the outstanding commitment to collecting, publishing and cataloguing the ex-libris collection. After the recently deceased Wiesbaden publisher Claus Wittal, who was honoured in 2003, this is only the second such award to be presented to Germany, and the first ever for a German institution.

Donations, foundations, special acquisitions

- Individual newspapers and volumes of the Mainz and national press by Christina Büttner, Mainz, Karl Josef Kettel, Mainz, Jürgen Kipp, Bingen, Konrad Schué, Mainz, Verlagsgruppe Rhein Main GmbH & Co. kg, Mainz

- Typescripts and letterphotographs by Walter Keller, Udenheim

- Drawing "Gutenberg and his brothers" by Rike Brunk-Spieß, Mainz
- Printed by "Meister Gutenberg" by Karl Heinz Wahl, Nieder-Olm
- about 130 volumes of secondary literature on the history of early Croatian book printing from the Society of the "Brothers of the Croatian Dragon", Zagreb
- Extensive donation of reference books on the subject of printing from private estates, Büdingen
- Handwritten French-Persian dictionary by Dr. Afchani
- Miniature book collection Müller with about 5,400 titles
- 90 fibulae and ABC books from the years 1850 to 2006 by Jürgen Kipp, Bingen
- 7 copper engravings "7 Totentänze von Ulrich Karlkurt Köhler" by Gerhard Hartmann, Lindau
- Media façade on the main façade of the Gutenberg Museum
- A total of 2,016 ex-libris, free and occasional prints; among them outstanding is the Rudolf Nieß Collection (including works by Max Klinger, Jean

Cocteau, Frans Masereel, Emil Orlik, Franz von Stuck, Heinrich Vogeler), by a daughter of the artist; an ex-libris by HAP Grieshaber from Dr. Bartelke, Alzey; recent works by Erhard Beitz and Galina Lwowa, by the artists

- Linotype setting machine from the Henkel family, Kassel

- Heidelberg printing press from Böhringer Ingelheim Pharma GmbH & Co. kg, Ingelheim

- E-book reader from the company Heinrich Hugendubel, Munich

- 2011 Annual Folder by Felix Furtwängler by Dr. Eva Maria Hanebutt-Benz, Offenbach

- Ink donation and rubber printing blankets for the print shop from the company Hartmann Druckfarben GmbH, SunChemical, Frankfurt / Main

- Collection of books by Robert Skogstad, Starnberg

- Printing blocks / etchings from the estate of Hanskarl Lutz of Mrs Christa Kemmer-Lutz, Mainz

- Spatia sorting machine by Mr. Heribert Schwalge, Bonn

Personnel matters

Martina Illner and Regina Kania from the Stadtbibliothek's academic library (Wissenschaftliche Bibliothek) took up their duties as new staff members of the Gutenberg Museum on 1 March 2012, and on 1 September 2012.

Also on March 1st, Maren Ludwig and Anna-Katharina Remkes began a voluntary social year of culture in the print shop and on 1 July Petra Steindorf joined the supervisory service.

Jael Doerfer quit on 31 March 2012 and Simone Brehmer and Luisa Gsaenger on 31 August 2012 from the Voluntary Social Year of Culture, Irmgard Bürtscher on 31 May, Nuria Besé Garcia on 13 August and Maria Liess and Dilek Özdil from the supervisory service on 31 December.

As in previous years, many of the interns gained work experience in the Gutenberg Museum during their several weeks of work, nine in the museum area and in the graphic arts collection, one intern in the library, two in the restoration workshop and 12 in the print shop. In the print shop 43 employees have supported us on a voluntary basis. In the Gutenberg

shops 29 people worked on a voluntary basis, for which we are very grateful.

We would like to thank all our staff, visitors, colleagues, lenders, sponsors and friends for their productive cooperation and active support. They are the foundation of our work.

Dr. Annette Ludwig

Director of the Gutenberg Museum

1 Astrid Blome: A New Medium Conquers the World, Brief History of the Press, Control Mechanisms in the German Newspaper Sector.

2 Sachi Tschakert: Linocut/Linocut (Print Shop of the Gutenberg Museum / Print Workshop - Educational Department).

3 Cf. Annette Ludwig: The use of QR codes and iPads in museums - the Gutenberg Museum as an example. Lecture at the conference "The museum in the future -

new ways, new goals", Bildungszentrum Kloster Banz, 24-26.9.2012 (print version to be published in 2013).

4 Cf. the contribution by Juliane Schwoch in this volume, pp. 267 f.

5 Cf. the special exhibition and the series "Ex-libris des Monats" in the Gutenberg Museum Elke Schutt-Kehm: Nuclear power? - No thanks! Ex-libris in response to nuclear disasters. In: SELC Express. (March 2012) 87, pp. 6-8; The ex-libris album of the printer Alexander Bindseil. In: Notices of the German Exlibris Society (2012) 2, p. 40-4; Museum meets Theatre: Ex-libris for theatre fans and stage stars from Caruso to Karajan and Tilla Durieux to Doris Day. In: Mainz. Quarterly magazines for culture, politics, economy, history. (2012) 3, p.28-31; Otto Oppenheimer as collector and patron of bookplates. In: Oppenheimer. A Jewish family from Bruchsal. Traces - stories - encounters. Edited by Thomas Adam et al. Bruchsal 2012, pp. 201-5; Successful, admired and ostracized: Three Jewish fates beyond the stage curtain. In: SELC-Express. (September 2012) 89, p. 8/9; Time passes, ex-libris remain. In: consens Mainz. (2012) 3, S. 16/7; Roses for Rilke. Exlibris for Rilke and with Rilke motifs. In: In the Black Forest.

Uncollected Poems 1906-1911. ed. by Erich Unglaub and Jörg Paulus. Göttingen 2012 (Blätter der Rilke-Gesellschaft. 31), pp. 332-40; Museum meets Theatre: Exlibris for theatre fans and stage stars from Caruso to Karajan and from Tilla Durieux to Doris Day. In: Notices of the German Ex-libris Society

(2012) 3, p. 71/2; Curtain up for theatre motifs in ex-libris. In: SELC-Express (December 2012) 90, p. 2/3; weekly calendar "*Theatre meets Museum. Exlibris for theatre fans and stage stars*". Wiesbaden 2012.

6 Cf. for example, film evening with the documentary by Petra Weisenburger *Der Stumme Schrei - Hommage an den freien Tanz in Deutschland* (1991).

7 SBB - PK, Library of the German Oriental Society, Halle/Saale, National Library of the Republic of Armenia, Yerevan, Saalesparkasse Foundation, Halle/Saale, Bavarian State Library, Munich.

8 Dr. Annette Ludwig participated in the festive events and the international symposium "Humans, Media and Communication Paradigms.

Respecification of Printing Media in the Age of Smart Media" at the Cheongju Early Printing Museum (17./18.9.2012), where, among other things, the intensified public relations work of the Gutenberg Museum was taken into account.

9 Texts on typography. Positions on the font. Edited by Petra Eisele and Isabel Naegele. With a foreword by Annette Ludwig. Zürich 2012.

For detailed information, please see www.gutenberg-museum.de