

Annual report of the Gutenberg Museum 2014

"The road to the true cradle of the printed book leads to Mainz to the Gutenberg Museum. For the bibliophile, the book's friend, this is like a pilgrimage to Jerusalem or to Mecca". With these words, the Italian writer and semiotician Prof. Dr. Umberto Eco, who was awarded the Gutenberg Prize of the International Gutenberg Society and the state capital Mainz, paid tribute to his visit to the Gutenberg Museum in his speech of thanks (2.10.2014). This journey through the history of writing, printing and books attracted a total of 117,136 visitors in the course of the year, including around 24,000 children and young people, so that there was once again a gratifying increase in the number of guests. This year, we were again able to expand our range of services - both in terms of content and infrastructure, for example, with a new digital information pillar on the outside wall of the building, which now provides up-to-date information about events in the museum.

Special exhibitions

We were once again able to present our visitors five special exhibitions that showed an impressive range from the upheaval of letterpress printing in the 15th century to current communication design.

The exhibition "*druckSachen - Zwischen Vorhandenem und Abwesendem*" (Printing Matters - Between the Existing and the Absent) illustrated the virtuoso exploration of the compositional and graphic possibilities of worn clothing and its materiality with newer and latest material prints by the Mainz city printer 2012/2013, Sandra Heinz (15.11.2013-6.4.2014), catalogue: Sandra Heinz:

Zwischen Vorhandenem und Abwesendem. Arbeiten 2004 - 2013.
Offenbach 2013

With "*Progress! Freshly squeezed!. Manuscripts and early prints from the Gutenberg Museum Mainz*" (17.1.-7.9.2014) we developed a new travelling exhibition, which is dedicated to the core topic of the museum. The show brought together manuscripts and early prints from the museum's own holdings - all around a reconstructed Gutenberg press, which made letterpress printing with movable metal types comprehensible from an educational point of view. Didactic material on the production of manuscripts in the Middle Ages and on printed books in the 15th and 16th centuries accompanied the visual "ambassador" of the museum, who will be on tour in 2015.

The special exhibition "*'mein reklame-fegefeuer' Herbert Bayer. Werbegrafik zwischen Bauhaus und Emigration 1928-1938*" (Herbert Bayer: Advertising Graphics between Bauhaus and Emigration 1928-1938), developed in cooperation with the guest curator Prof. Dr. Patrick Rössler from the University of Erfurt, was dedicated to the unexpected "diversity in synchronization" (14.5.-26.10.2014). catalogue: *Herbert Bayer. Die Berliner Jahre - Werbegrafik 1928 - 1938*, edited by Patrick Rössler for the Bauhaus Archive Berlin, Berlin 2013. Bayer was one of the most creative commercial artists of his time, who made a contribution to commercial art that was decades ahead of his time and who was able to succeed with the creative principles developed at the Bauhaus even after 1933. The exhibition, which was taken over by the Berlin Bauhaus Archive/Museum of Design and modified for the Gutenberg Museum also with regard to exemplary examples of "New Typography", formed the second stage

of the cooperation between the two houses after our special exhibition "*ON-TYPE – Texte zur Typographie*" (ON-TYPE: Texts on Typography) (8.5.-5.8.2013, with more than 27,000 visitors), which was taken over by the Bauhaus Archive and won several awards, and which aims to reach further highlights by the Bauhaus anniversary in 2019.

The spectrum of the exhibition of the prize and award winners of the "*Designpreis Rheinland-Pfalz 2014 Kommunikationsdesign*" (Design Award Rhineland-Palatinate 2014 Communications Design) (12.11.2014-11.1.2015) ranged from the classic areas of application of editorial to corporate design, communication in space to "Design Studies&Research".

The awarding of the design prize, which has been presented for more than 20 years by the Ministry of Economics, Climate Protection, Energy and Regional Planning of Rhineland-Palatinate for outstanding design achievements, by the Deputy Prime Minister, Ms Eveline Lemke, took place for the first time in the Gutenberg Museum. catalogue: Designpreis Rheinland-Pfalz 2014 Communication Design, Mainz 2014 Dr. Annette Ludwig was, as in 2012, a member of the expert jury.

At the end of the year we opened the special exhibition "*e-wald*" *Buchkunstwerke der Berliner Katzengraben-Presse seit 1990*" (11.12.2014-9.8.2015), curated by Dr. Annette Ludwig together with the artist. In the middle of an "e-wald" specially created from Berlin beech trees and decorated with the Frutiger-"e" as a homage to the type designer, to Gutenberg and to the most used letter of the alphabet, bibliophilic treasures of the Berlin graphic artist, publisher and sponsor of the V. O. Stomps Prize 2013/14, Christian Ewald, invite you to discover them. The laudations at the opening ceremony

were held by Michael Krüger, president of the Bavarian Academy of Arts, Andreas Platthaus, arts pages editor of the FAZ, and the collector Helmut Garritzmann.

Small exhibitions and presentations

During the summer months, a selection of the prize-winning entries to the artistic school competition for the Mainz Johannisnacht 2014 (21.6.-7.9.2014) was presented in the cabinet exhibition "*Buchzeug - Die Gewinner*". The works of art with and from books showed how books also move us in a metaphorical sense. In August 2014 we commemorated the 100th birthday of Prof. Dr. Helmut Presser, who was director of the Gutenberg Museum from 1963 to 1977. A small selection of his works hinted at the enormous range of his oeuvre and the great services he rendered to the museum.

Exhibitions in the print shop

Until April, typographic works by students of book studies at the Johannes Gutenberg University in Mainz were on display in the "*Arbeitsprobe III: Als wärn die Hühnen übers Papier gelaufen*" (4.12.2013-5.4.2014). Accompanying the French Week, "*Drôleries françaises – Spielereien mit den Besonderheiten der französischen Sprache*" were presented (5.-19.11.2014). The posters with French motifs, words and special characters could be designed by the visitors themselves in the print shop under expert guidance, so that the exhibition grew larger every day.

Exhibitions "on tour" and awards

The media exhibition "*Moving Types - Letters in Motion*", a retrospective of animated typography from the beginnings of film to the present day, which has won four design awards to date, was shown at the beginning of the year at the "Dortmunder U - Zentrum für Kunst und Kreativität" (28.9.2013 - 2.3.2014) and then moved on to the "Alte Post" in Schwäbisch Gmünd, where - expanded by new aspects - it inspired visitors parallel to the State Garden Show (30.4.-12.10.2014).

One of the most renowned design prizes was won by "*ON-TYPE: Texte zur Typografie*" twice in 2014: the "German Design Award". The exhibition design, which has already won several awards, won in the category "Architecture and Interior Design"; the volume accompanying the exhibition, "*Texte zur Typografie - Positionen zur Schrift*" (Texts on Typography - Positions on Font) was awarded in the category "Print Media". The cooperation project with the Mainz University of Applied Sciences was also on display as part of the exhibition "*German Design Award 2014 - Excellent Communications Design*" at the "Museum Angewandte Kunst" in Frankfurt/Main (8. - 23. February 2014).

With "*Call for Type. Neue Schriften/New Typefaces*", another cooperation project with the Gutenberg Design Laboratory received an award, the "*Designpreis Rheinland-Pfalz 2014 Kommunikationsdesign*" in the category "Communication in Space, Design Talents". The exhibition received international recognition through its selection for presentation at the "26th International Biennale of Graphic Design Brno 2014" (Moravian Gallery, Brno,

19.6.-20.10.14), where the focus was on student works under the motto "Education".

Deeper insights into the work of the Gutenberg Museum could also be gained through lectures and publications.

In addition to the project presentation of the exhibition series planned for 2015 "*On the Eighth Day God Created the Cloud. The Reformation as a Media Event in Text and Image*" at the "Jour fixe with Luther" in 2014, as well as at the meeting of the working group on exhibitions as a working group of the Board of Trustees in preparation for the Reformation anniversary in 2017 in Berlin, (Dr. Astrid Blome, 26/27 November) and the review "New Perspectives for the Gutenberg Museum since 2010: The Gutenberg Museum in the Winds of Change" (Dr. Elke Schutt-Kehm) in the context of the conference "Exhibiting Printing Heritage" of the Association of European Printing Museums (AEPM) (24/25 October), which was held at the Gutenberg Museum, the further development of the museum on the way to "Gutenberg 2020" and the repeated public presentation of the scenography concept developed together with the Stuttgart studio Brückner for the new conception of the Gutenberg Museum in terms of content and construction were of particular importance.

Dr. Annette Ludwig, who has been a member of the "DZM 3.0" working group on the further development of the German Newspaper Museum in Wadgassen since 2012, was appointed to the advisory board of the Saarland Cultural Heritage Foundation by the Saarbrücken Ministry of Education and Culture in May 2014 - this too

is about repositioning and providing impulses for museums. In this spirit, she also gave a lecture at the celebration of the 20th anniversary of the Museum für Druckkunst in Leipzig (23 May).

Events (selection)

Our fixed offers continued to enjoy great popularity: the daily printing demonstrations, the printing of indulgence letters, the family Sundays, the monthly guided tours for children, the family Saturdays or the "Reif für Kultur" series of events for the older generation, which we offered in cooperation with five Mainz museums. In 2014, the Mainz tour guides will continue to give regular tours of the museum, daily during the holiday season. We provided our visitors with deeper insights into the permanent and special exhibition in Sunday, lunch-break, curator and director tours.

In the context of the special exhibition "*druckSachen - zwischen Vorhandenem und Abwesendem*", Sandra Heinz and Dr. Annette Ludwig held public talks with artists, and in a workshop printing experiments with different materials could be tested. "*Progress! Freshly squeezed*" invited the visitors to a tour of a winegrower's champagne factory and in a series of workshops for adults conveyed techniques of late medieval book art in theory and practice. A course was developed for children in which they could experiment with the letters of their names. As part of the special exhibition "*'mein reklame-fegefeuer' Herbert Bayer. Werbegrafik zwischen Bauhaus und Emigration 1928-1938*" we were able to win Prof. Dr. Bernd Sösemann for a lecture, which discussed the living and working conditions of artists and the propagandistic function of advertising graphics in the NS dictatorship. In the family workshop, parents and

their children were asked to develop advertising for themselves. In the context of the exhibition "*Designpreis Rheinland-Pfalz 2014 Kommunikationsdesign*" Prof. Johannes Bergerhausen took the audience on a typographic journey through time from clay tablets to digital cuneiform script at his book presentation.

In 2014, Angela Glajcar, the city printer of Mainz in 2014/15, received the city printer prize worth 6,000 Euros from the hands of Marianne Grosse, head of the Department of Culture, in the Gutenberg Museum (13.2.2014) and the city writer of Mainz in 2014, Judith Schalansky, gave her inaugural reading (18.2.2014). Pamela Stockes was honoured by Dr. Annette Ludwig on the occasion of her 90th birthday exhibition in Mainz City Hall (2.4.2014). Once again, the SWR with the *SWR-Bestenliste* was a guest. The literary critics Sibylle Cramer and Elke Schmitter discussed outstanding new publications on the book market under the moderation of Dr. Eberhard Falcke (25.2.2014). In a preview, screenwriter Stephan Falk and director Jan Peter presented the new arte series "14 - Tagebücher des 1. Weltkriegs" (14 – Diaries of the WWI) (19.3.2014)

In our book consultation hour, the visitors learned more about the book treasures they brought along (Dr. Cornelia Schneider, 8.4., 1.7., 23.9., 25.11.2014). As part of the series "Writing means breathing unused air", the PEN Centre Germany, represented by Josef Haslinger, Gert Heidenreich and Franziska Sperr, discussed the situation of persecuted authors in exile (12.4.2014). Together with the Natural History Museum in Mainz, the Gutenberg Museum initiated and organised the annual conference of the German Museum Association "Museum machen - Museumsmacher", which took place in May 2014 (4.-7.5.2014) with over 400 participants in

the Frankfurter Hof - after 30 years this important interest group was back in Mainz. With the Natural History Museum, which is also under municipal sponsorship, the Gutenberg Museum established a cooperation with Deutsche Bahn; with the Mainz museums, it intensified cooperation with regard to city marketing. On International Museum Day the Gutenberg Museum, together with five Mainz museums, offered a family museum education programme at the Kunsthalle Mainz (18 May 2014). The winners of the artistic competition for schoolchildren on the occasion of the Mainz Johannisnacht were once again able to receive their prizes at a ceremony in the Gutenberg Museum (21.6.2014). Along with many other Mainz initiatives, the Gutenberg Museum was one of the organisers of the 1st Night of Sustainability (25.6.2014), initiated by the Landeszentrale für politische Bildung.

At the 13th Mainz Science Market, the Gutenberg Museum presented itself together with the University of Applied Sciences Mainz, Designlabor Gutenberg, with its short film about Johannes Gutenberg and diverse information (13./14.9.2014). During the Leipzig Book Fair (13-16 March 2014) and the Frankfurt Book Fair (8-12 October 2014), many thousands of visitors were once again able to find out about the museum's work. Together with the International Gutenberg Society in Mainz e.V. and the Gutenberg Friends, we organised a well-attended evening reception in Frankfurt for the first time under the motto "Gutenberg - Druck und Kelter" (Gutenberg - Print and press) (10.10.2014). We hosted the "Exhibiting Printing Heritage" conference organised by the Association of European Printing Museums (AEPM). The international conference offered more than 30 representatives of the most important European printing museums from seven countries, plus two colleagues from Argentina, a forum for exchange on the subject of

"Exhibiting Printing Heritage" (24-25 October 2014). We also hosted the General Assembly of the International Gutenberg Society and the awarding of the Gutenberg Scholarships (21.6.2014). To kick off the theme year 2015 of Luther's Decade of "Image and Bible", the Gutenberg Museum, together with the Protestant Deanery in Mainz, invited visitors to a print campaign on Reformation Day, for which the Mainz artist duo "uah!" had designed a special adaptation of the biblical text of Genesis (31.10.2014). On the weekend of the graphic arts, visitors could carry out pre-Christmas graphic experiments in the print shop of the Gutenberg Museum and learn about graphic techniques from letterpress to lithography in a special guided tour (8/9.11.2014). For the nationwide Reading Aloud Day, which was held in Mainz in 2014 under the motto "KULTurGUT BUCH", we were once again able, in cooperation with the Stiftung Lesen (Reading Foundation) and the Bücherei am Dom (Library at the Cathedral), to attract prominent readers and contribute to Mainz being voted the "most public reading aloud city of 2014" (21.11.2014). As part of the German cinema festival "FilmZ", the programme of local short films was shown in the Gutenberg Museum (29.11.2014) and numerous institutions, associations and societies, including the Rhineland-Palatinate Museum Association, were guests.

Museum Education

The combined packages "Druckladen" (print shop), "Buchmalerei" (book illustration) and "Kanji", which were carried out together with the Mainz tour guides, were again among the most visited offers in museum education in 2014. Almost 6,000 pupils in around 250 classes discovered the Gutenberg Museum during guided tours, print demonstrations, rallies and practical activities. 133 day-care centres and other groups with 1,423 participants as well as 1,179 individual

visitors came to the "Printing and Typesetting in the Print Shop". Around 770 children celebrated their birthdays in 2014 in Seilergasse. The holiday programme invited to paperfolding/origami and to make a book from paper making to binding. The Gutenberg media workshop "Digital on Gutenberg's Paths" was extended by the "Tour on the digital Gutenberg Path" (in cooperation with medien+bildung.com and medien-sinnvoll-nutzen.de). As a new offer, museum tours with print campaigns were developed in a pilot phase for the "Parents' Circle Down Syndrome", which is to be institutionalised in 2015 through the continuous financial support of the Mainz "Lions Clubs".

For adults, we were again able to offer a series of weekend workshops in 2014 with artists and craftspeople, in which practical skills relating to books and printing were taught; for example, experimental writing techniques and other forms of text design, classical hot metal typesetting and gravure printing, as well as various techniques of bookbinding or collage. The event series "Reif für Kultur" (Ripe for Culture) was successfully continued in 2014 under the motto "Strong or Weak" together with five Mainz museums.

The print shop and the museum-education department were represented with the reconstructed Gutenberg press at numerous events in addition to the major book fairs. This year, the printing campaigns at the family festival on International Museum Day (18 May 2014), as part of the Mainz Johannisnacht (21/22 June 2014), at the youth festival of the Prime Minister "Lesen ist COOLtur" in the State Chancellery (10 July 2014) as well as at the senior citizens' summer festival on Domplatz (7 September 2014) and at the Mainz tourist guide day "Awakening Curiosity - Discovering Mainz!" (27.9.2014). The mobile printing station was loaned to 25 schools and

other institutions. Joint events were developed with new cooperation partners such as the Summer Academy Bad Homburg (advanced workshop "Black Art" 17th/18th May 2014), the Essenheimer Kunstverein e.V. (print symposium, 16-18.6.2014), with AGIL - Museumspädagogischer Verein Bamberg g.e.V. as part of the history festival "Erlesene Jahrhunderte" (26.6.2014) or as part of the state programme "Jedem Kind seine Kunst" with the artist Ingeborg A. Brauburger (6., 7., 12.11.2014)

Behind the scenes

Like the previous year, 2014 was marked by the further development of the Gutenberg Museum in terms of content and construction. The concept developed in numerous workshops as the basis for an international architectural competition was presented to the public on several occasions; we also established the lecture series "New Perspectives for the Gutenberg Museum", in which renowned representatives of cultural life at home and abroad will provide experience, suggestions and advice on the future viability of the Gutenberg Museum as a "World Museum of Letterpress Printing". The speakers are Sylvia von Metzler, Städelscher Museums-Verein e.V. Frankfurt/Main, and "Mr. MOMA", Prof. Dr. Peter Raue, Verein der Freunde der Nationalgalerie e.V. Berlin. The high-calibre "Druckmacher" focused on civic involvement and the role of the support associations (23.6., 13.10.2014).

The prototype of the multi-touch table "hands on - B 42", which was developed in a research project conducted jointly with Mainz University of Applied Sciences, was presented in summer (21.7.2014).

The installation is not only intended to enable browsing through a complete digital edition of the 42-line Gutenberg Bible for the first time, but also to provide access to thematic levels of in-depth study.

Documentation, conservation, scientific processing, conservation, library, graphic collection (selection)

Despite the ongoing construction work in the building "Roman Emperor" and the storage of large collections, smaller collections could be finally processed. The conservation and inventory of the book objects, the Barbara Schulz inkwell collection of around 300 objects and the donation of almost 900 graphic sheets by Christiaan Paul Damsté were completed. In the graphic arts collection, it was possible, particularly with the help of interns, to arrange and inventory large parts of the historical poster collection and to transfer handwritten inventory books to the electronic object database. The Mainz Bachelor's thesis by Judith Goossens, which is based on the miniature book collection of the Gutenberg Museum, was also supervised in the house.

Gifts, donations, special acquisitions

Donations from Mr. Michael Bonewitz (Bodenheim), from family Günter Lindner (†) (Mainz) and the proceeds from the benefit concert of the State Police Orchestra Rhineland-Palatinate were used to realise the special exhibition "*mein reklame-fegefeuer. Herbert Bayer*". The realisation of the "e-wald" was made possible, among other things, by donations from the family of Prof. Dr. Norbert Pfeiffer (Mainz) and the Casino Society Hof zum Gutenberg (Mainz), which generously thanked the director for a ceremonial lecture (5.3.2014). The donation of Mr. Dieter Lehnhardt (Hüttenberg-

Reiskirchen) was used for the restoration of an incunabulum. The young Mainz showwoman Antoinette Haas, whose family has always supported our "Gutenberg Galaxy", became a donor to the Gutenberg Foundation International.

The collections of the Gutenberg Library and the Gutenberg Museum, in particular the prints and ex-libris, have again grown this year through gifts and donations. Particularly noteworthy are the follow-up donation by Siegmund Sos from Balingen, with some 200 commercial prints and ex-libris, and the donation by the SELC Swiss Ex-libris Club of a good 300 ex-libris and commercial prints from the estate of the well-known collector Dr. Emil Kunze (Hamburg). The collection of miniature books was supplemented by individual items from Mr. Michael Hallenberger (Veitsbronn-Siegelsdorf) and Mrs. Renate Schneider (Königstein), the press-history section by newspaper volumes, single copies, newspaper sticks and an advertising sign from the archives of the German Press Museum (Hamburg) and the library of the Secret State Archives Prussian Cultural Heritage (Berlin). The museum education department and the print shop were pleased to receive donations from Mr Ludger Maria Kochinke (Mainz) and from the University Medicine Department of the Johannes Gutenberg University of Mainz.

The Förderverein Gutenberg e. V. (support association) which performed its 20th anniversary with a celebration and a round of talks in the Gutenberg Museum (13.11.2014), the International Gutenberg Society and the Moses Foundation Mainz again supported our work with considerable sums of money.

Personnel matters

At the end of the year, the Gutenberg Museum had eight full-time and 34 part-time employees, 19 of whom were in supervisory service. The organisational investigation requested by the Gutenberg Museum for the print shop showed first positive results right from the start. We were able to welcome as new, "old" colleagues the long-standing volunteers Martina Christen (until 28.2.2014), Gundela Kleinholdermann and Rainhard Matfeld, and the city council decided to create a budgeted post (3.12.2014).

Museum educator Sibylle Brennberger, seconded by the state of Rhineland-Palatinate, returned to the teaching profession. Mrs. Astrid Seefeld served time in the library (5.5. - 31.07.2014) and in the supervisory service, Mrs. Irmgard Krolla and Mrs. Petra Steindorf took their well-earned retirement at the end of December. Lena Cara Wernhöfer (31.3.2014), Frederik Wernhöfer and Lena Viktoria Wolff (both on 31.8.2014) completed their voluntary social year in the print shop. New additions to the team were Gesa Kolb (1.4.-30.9.2014) and, on 1.9.2014, Hannah König, Miriam Reis and Marina Slinko. A total of 13 interns supported us this year, often for several months.

On a voluntary basis, 35 specialists and employees worked in the workshop of the print shop and in its office. In the Gutenberg shops, 29 ladies and one gentleman worked on a voluntary basis. We are deeply indebted to them all.

The staff of the Gutenberg Museum has once again achieved a great deal this year, of which these lines can only reflect a small part. We are delighted with the encouraging feedback we have received and the international recognition we have received through visits by foreign delegations and dignitaries, as well as

through numerous film, TV, radio, online and print reports. We are also delighted that for the second year in a row the world's largest travel website TripAdvisor has awarded us its Certificate of Excellence. This is not possible without help.

We would like to thank all visitors, colleagues, lenders and friends, as well as all public and private sponsors who, with their benevolent support of the Gutenberg Museum, are setting an example on its new path.

Our hearty thanks also go to the commitment of all citizens who supported "their" Gutenberg Museum not only financially but also on a voluntary basis, and to all those who support it ideologically and are "loyal" to us as guests.

Dr. Annette Ludwig

Director of the Gutenberg Museum