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## IWU Galleries to Host Letterpress Poster Exhibit

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## IWU Galleries to Host Letterpress Poster Exhibit

BLOOMINGTON, ILL. – The Illinois Wesleyan University School of Art's Merwin and Wakeley galleries will present *HATCH SHOW PRINT: The Letterpress Look of American Entertainment*, a graphic design poster exhibit by Tennessee native Jim Sherraden. Manager of Hatch Show Print since 1984, Sherraden is also co-author of *Hatch Show Print: the History of a Great American Poster Shop*, published in 2001 by Chronicle Books.

The Merwin and Wakeley galleries are located in the Joyce Eichhorn Ames School of Art (6 Ames Plaza West, Bloomington).

The exhibition, which is free and open to the public, begins Sunday, June 11 and will continue through Tuesday, September 7. Summer gallery hours are June 11 through August 27. The galleries will be closed July 3 and regular gallery hours will resume August 28.

Summer gallery hours are as follows: Friday through Monday 12-3 p.m. However, beginning August 28, gallery hours will be Monday through Friday 12-4 p.m., Tuesday evening 7-9 p.m. and weekends 1-4 p.m.

An opening reception for *HATCH SHOW PRINT* will take place at 2 p.m. Sunday, June 11. *Stumpwhoopt*, a Bloomington/Normal country, blues, bluegrass and rock band, will provide live music. There will also be a closing presentation and reception at 4 p.m. Tuesday, September 7.

Hatch Show Print began printing posters in 1879, when brothers Charles R. and Herbert H. Hatch opened their small business in Nashville, Tenn. Their first poster, which advertised a lecture by Henry Ward Beecher, contained the indispensable elements that would come to characterize a Hatch poster: nineteenth century typography, letterpress printmaking technology and a memorable, eye-catching layout.

Once a full-service community printer, Hatch's posters touted everything from church services, café hours, and houses for sale to "whole hog" sausage, "easy starting" gasoline and "most beautiful" electric ranges.

Hatch documented nearly every form of twentieth century entertainment, printing posters—often from carved wood blocks—for showboats, medicine and tent shows, auto races,

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carnivals, circuses, and minstrel shows. Promoters for Vaudeville, rhythm & blues, professional wrestling, and country music relied on Hatch to help get the word out.

Today, performers, promoters, graphic designers, and art lovers alike seek posters with Hatch Show Print's wood-grained letterpress impressions. Described in *Forbes* magazine as a tonic for the information age, Hatch today is an amalgam of letterpress shop tourist attraction, museum and historical archive.

A division of the Country Music Hall of Fame and Museum since 1922, Hatch Show Print annually designs and prints over 650 jobs, and is host to over 25,000 visitors.

For additional information, contact Jennifer Lapham, director of the Merwin and Wakeley galleries, at (309) 556-3391.