

C & C Press Broadside: *New Mexico Journal: Rio Vallecitos*
Poem by Gary Young

This C & C Press, letterpress printed, limited edition broadside features a poem by Gary Young. This poem is an excerpt from the upcoming C & C Press publication, *New Mexico Journal: Rio Vallecitos*. The image that surrounds the text is intended to connect both aesthetically and conceptually to the poem's subject of New Mexico.

The image that borders the text was printed relief using thin, adhesive-backed magnetic sheets, hand-cut, mounted on a magnetic base, built up to type high, then letterpress printed on a Vandercook 219. C & C Press refers to this printing process as a "magnograph". This magnograph is intended to relate to the aesthetic of Native American woven blankets indigenous to New Mexico, with its chosen color scheme and pattern.

The image conceptually relates to New Mexico in two distinct ways:

First, many Native American tribes purposefully weave imperfections within their blankets to signify their humble recognition of human flaw and limitation. With the magnograph, the magnetic material that is used is soft, and flattens out over the course of a print run from the pressure of the printing press. As a result, although the magnets begin perfectly aligned on the magnetic base, they inevitably become increasingly mis-registered as the print run progresses. Thus, the Native American acceptance of imperfection is built into the process of the magnograph.

Second, the broadside is intended to conceptually capture the duality of both enchanting nearby scenery and expansive distant vistas characteristic of New Mexico. The broadside was designed to echo this notion, rewarding both nearby and distant viewings. When observed up close, the viewer notices the imperfections in the image and has the opportunity to read the poem. By contrast, when viewed from a distance, the text of the poem becomes image and the imperfections of the magnograph disappear, creating an illusion of an Indian Blanket floating on top of the page. Hence, both distant and proximal viewings are uniquely illuminating to the viewer, similar to the experience of the New Mexican landscape.

The "*New Mexico Journal: Rio Vallecitos* broadside" is one of three experimental broadside print runs that proved this magnograph process durable enough for a future book edition. This broadside was printed in an edition of 90 copies, signed and numbered by the poet. The poem was handset with 13 point Bembo. The copyright information was handset using 11 point Dante. The paper is Rives Heavyweight (14" x 20").

A Limited Edition of 90 copies.

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Size: 14" x 20"

