

Saloni M. Dangarwala
Artist Book
Process Book

Creative Brief

Client

Self-Authored

Goal

The goal is to make an artist book which tells a story an experience, it can be a personal piece but it needs to draw attention.

Message

The message is to introduce the target audience with the authors journey to different countries over the years and make the reader feel nostalgic the topic by experiencing what the writer has experienced.

Target Audience

The target audience would be people who love to travel and appreciate art.

Purpose

The purpose of this book is to tell a story in the words of the author and create a feeling of nostalgia belongingness, wanting to go back to some place.

Research

Scantron Press-Diana Jacobs

With a MFA in printmaking from San Francisco State University and having taught book arts and letterpress printing in the Bay Area and in Portland at the Oregon College of Art & Craft, Diana Jacobs started her press under the name The Scantron Press 20 years ago and it is based in Oregon, Portland. Diana is spectacular at printmaking and book arts, and has earned herself many awards.

Her work is collected and exhibited in solo and group shows all across the nation (USA).

The dominating theme on which her books are based on is the Hair

and when her books don't follow this topic its revolving around either of these topics according to me, She is driven by the language that inhabits issues surrounding women, racism, equality and other social issues.



“For me, hair represents humanity and is a rich material thick with history, genetics and societal taboos. I use hair in the form of hairballs, locks, sewing thread, matting, and weaving fiber.

In 1993 I shaved my head and began saving my hair. This daily ritual of rolling a hairball in the shower to later be used in my art is one way I weave my art and the everyday together. My creative process helps me understand the complexities, contradictions and injustices of the world we live in today.” – Diana Jacobs

At Scantron Press Diana published many books one of the most famous book, which is now out of print, *The Back Hole* it was published in the year 2003 3” x 2” x 1/2” and was an edition of 45, Accordion fold with letterpress text on hand-made paper, 8 pt. Weiss roman and italic, hand watercolor around holes, sewn human hairball, wooden covers with parchment strap and burned hairball drawing on wooden cover. This book is an intimate journey that explores the personal issues that one may feel related to the body hair. The hairball at the end of the book comes across a surprise element. Another famous book called *The Alphabet tricks* which was published in 2000 an edition of 120, 3.5 x 3.5” has 15 leaves its structure is accordion like with 15 double sided pocket pages, the text was hand-set letterpress text, Weiss roman and italic and wooden type on Stonehenge paper, silk-screened images on kozo paper and machine sewn slip cases. The theme of this book deals with female sexuality and it reveals the society's contradiction between the desire for and criticisms of female sexuality. Diana portrays this by having alphabets A-Z on each leaf and has a corresponding definition for each word, which can be viewed if you pull out the leaves from the pocket page, these definitions are complex creations, between the objectivity of the dictionary's opinion and the actual, derogatory use which is present throughout our culture.

Other books published by her include, *Hair talk* volume I II & III it is letterpress, linoleum cut, human hair, cave paper, 5.25” x 5” x 1.5” in this book she concentrated on questions arising from the different kinds of hair in terms of texture, color etc. and the feelings people had with hair. She asked 4 unique questions to random people and their unique answers are printed in the book. The twine binding is made from human hair and is inspired by Roberta Lavadours' beautiful twine binding books. *Hairy Times*, this was made using hand-made paper from shredded LA and NY Times, human hair, in the year

2005, letterpress text 14" x 15" x 2.5" the this book deals with the issue of the media's failure to ask the hard questions and hold the government responsible. The consequences of this neglect and pretense are made evident in our indifferent and disenfranchised populace. One of her latest collection of artist book is the Woven paper Hats & Woven Paper undergarments the woven slang and derogatory words that exploit women comprise the handset text, letterpressed on a sheets of papers which were later cut down into strips to make those respective structures. She took a long time to make these. She spent a good amount of years collecting the offensive, derogatory words that are used against women, from family, friends, strangers even. Diana got the idea of doing this from one of her personal experience, when a stranger called Diana "honey" to which Diana ask him not to call her that, which was then followed by all the derogatory words that she could possibly think of. In her words "In this body of work I intend to expose the tenacious, white, patriarchal power structure by using language as my witness." – Diana Jacobs

Furthermore, Diane's work is intriguing and thought provoking.

The thing that fascinates me most about her books is that she merges life and art into one gamut, and to come to any conclusion as to what the book is about the viewer /reader must keep himself or herself in the place of the writer and explore his relationship to the topic.

Another interesting fact about her is her ability to draw herself away from the conventional form of book and make sculptures that represent a book in an unconventional fashion.

However, a large portion of her work surrounds women issues highlighting how women view themselves and how others view women. She identifies

herself as a feminist but she carefully plays with colors and design so that the feminist message that she wants to deliver is not in your face. Nonetheless, her most recent work Nourish inspired greatly by the nature is a shift from her usual feminist based work. Lastly, in her books she connects the thought and the action. She asks questions, brings out the fact and challenges the current situation. She uses text and image, human hair and reflective materials as metaphors. She also contextualizes her work using word puns and derogatory language as a means ways of thinking.

Concept

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To make an artist book which is inspired by dianas ideology of making making the reader a part of the experience to understand and enjoy the topic of the artist book.

Idea

To make a book which would map my journey to different countries till date and include my experiences, feeling.

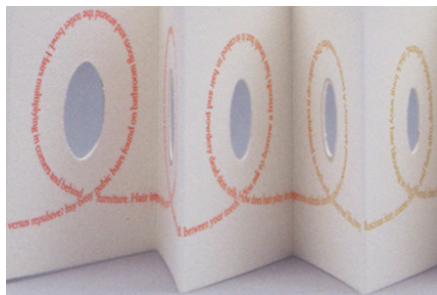
Target audience

The target audience would be people who love to travel and appreciate art.

Sold where?

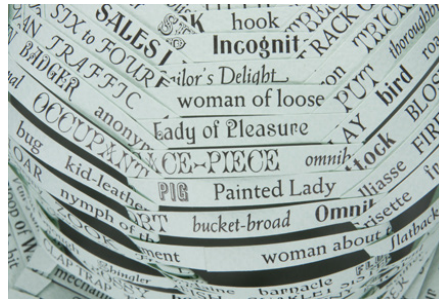
It would be up for sale on the writers website. And would be sold by printed matter inc. in new york.

Visual Research

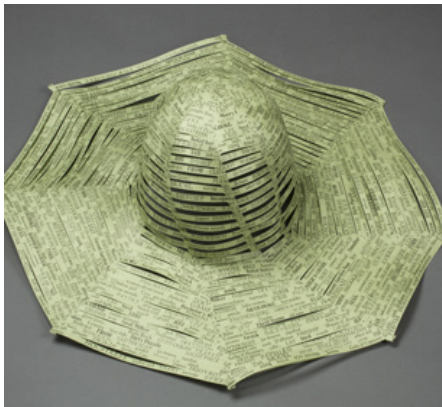


I am really intrigued by her concept of the use of hair to tell a story.

Beautifully type set. very difficult but would want to try to do it.



Artist book/installations
of bras, underwears lamps
and type of hair made out
of strips of paper and the
type is letter pressed on it.

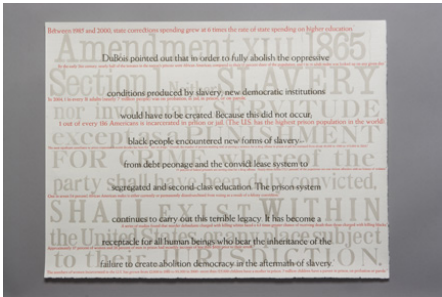
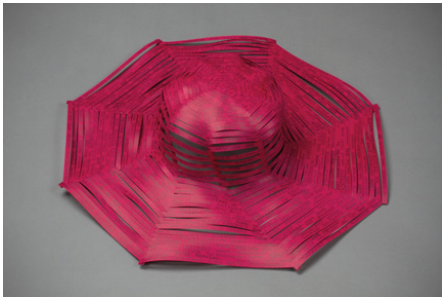


Used actual hair to make
the twine of the book.





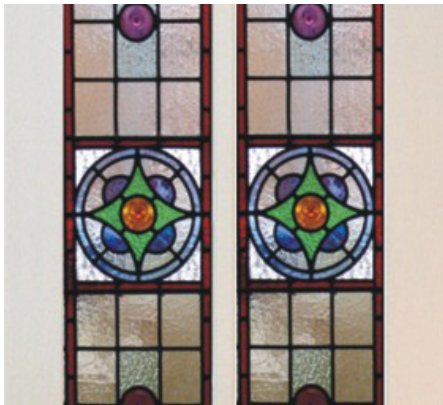
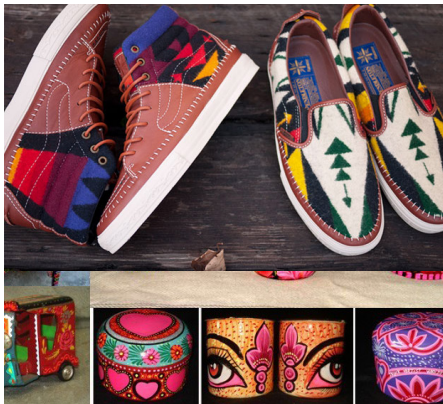
Hairy times, Artist book



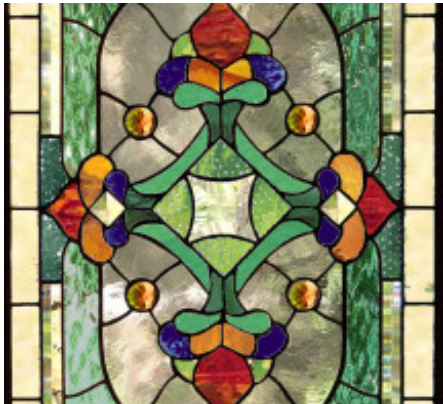
Inspiration Images



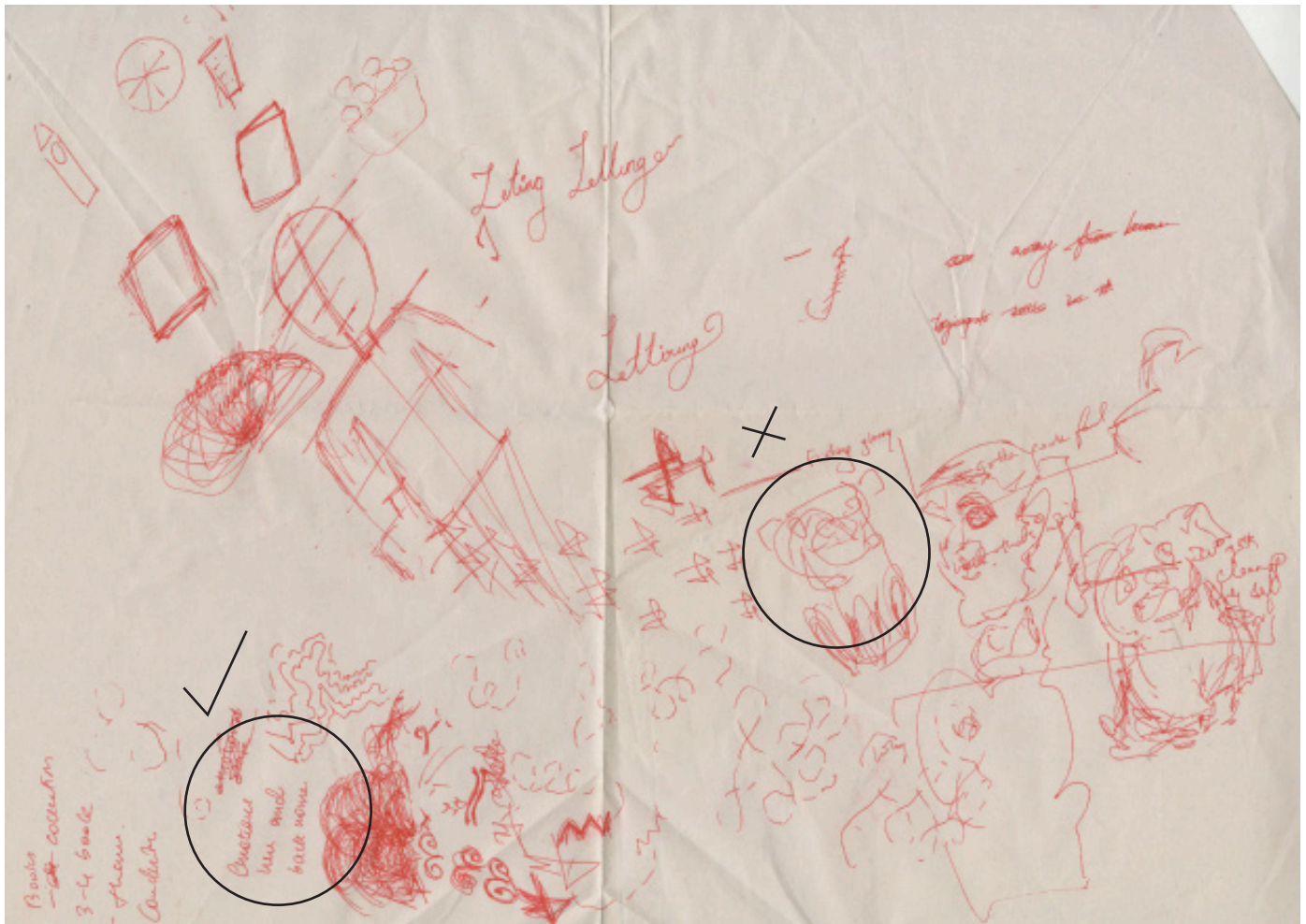
cherokee pattern
(Natic America)



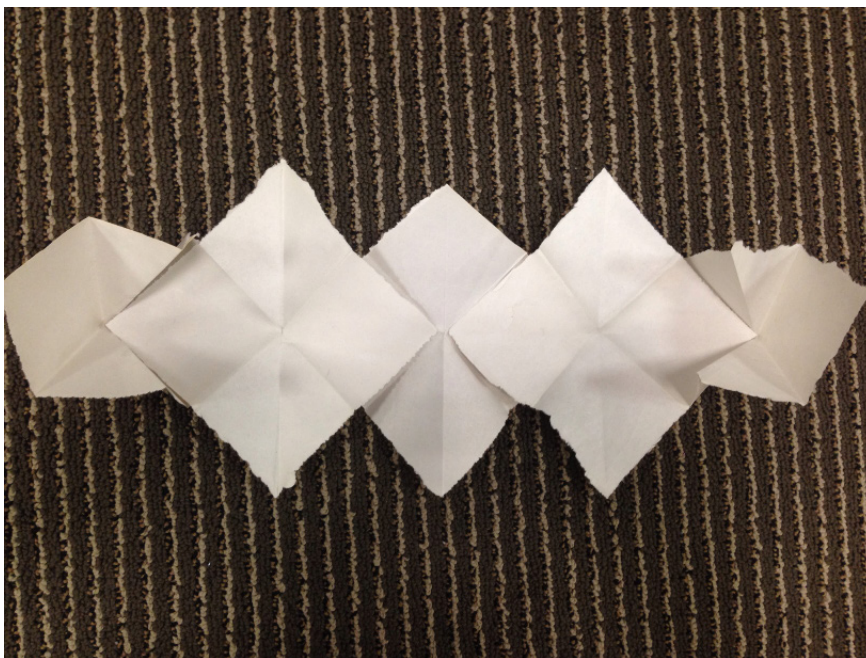
Staingass
(Victorian/ English)



Sketches

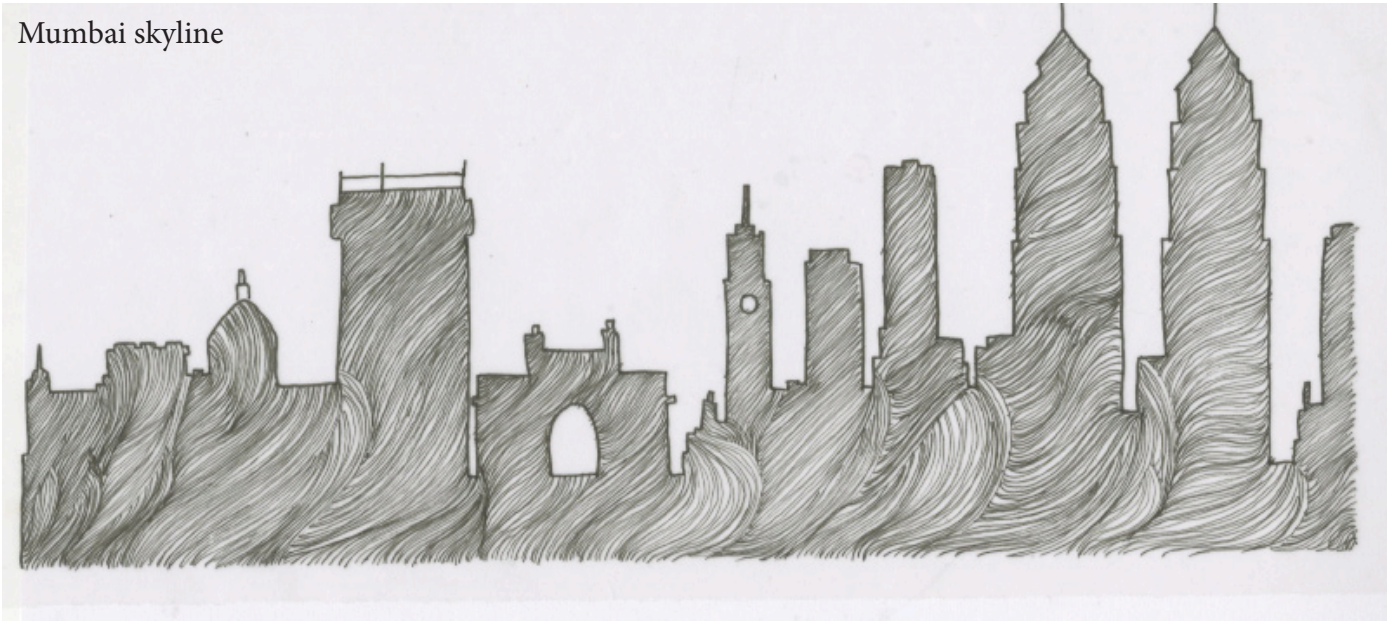


The concept started of as how do I feel emotionally back at home as compared to wherever i am outside my country, it turned into me telling a story about my dog, the unique bond that we share. But it had to be scrapped away since nobody else would be interested in my dog except for me.



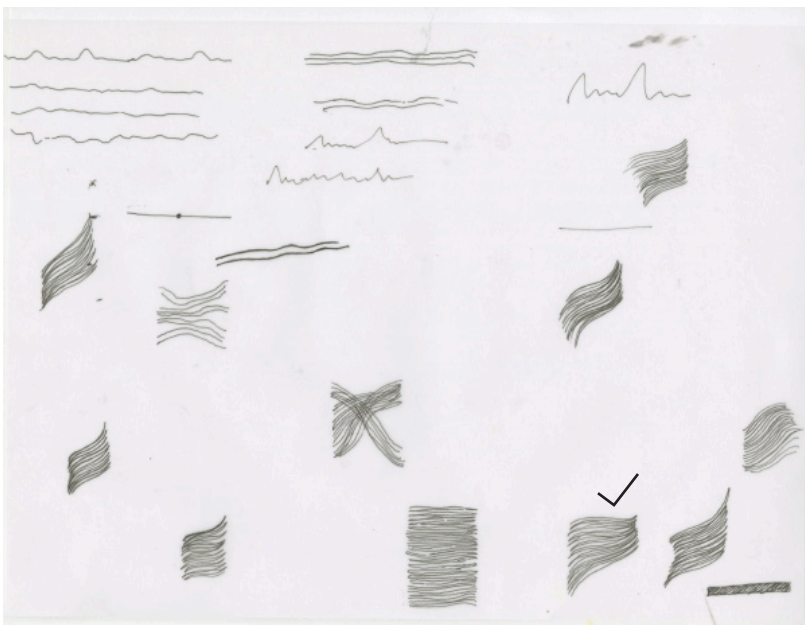
Mock up

Mumbai skyline



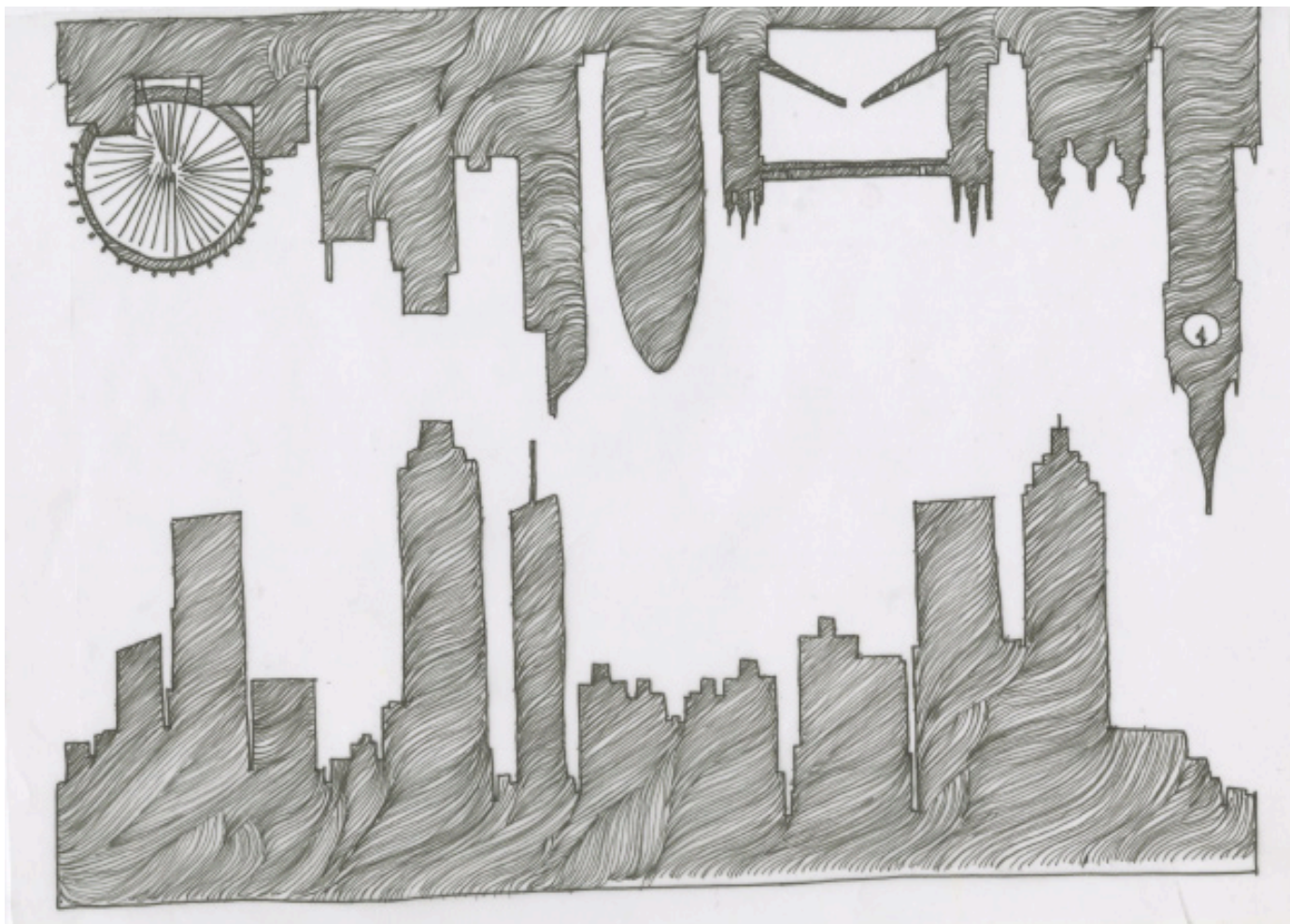
So, I came the the concept of traveling, since the three years I have been travelling and living in different citites mumbai,london & atlanta. so I wanted to bridge theres three very different experiences and conect with the reader.

The illustration style is apporprate because I was making an artist book inspired from scantron press, giving the hair feel. I was thinking of a way how to best portray a city, and obviously it was the skyline. and it went well along with the format too.



Exploring different ways I can use the line drawing to make the illustrations.

London Skyline



Atlanta skyline

Typeface choices

● Baskerville Cyrillic LT Std Bold

Across the Oceans

● Baskerville Cyrillic LT Std Inclined

Across the Oceans

● Baskerville Cyrillic LT Std Upright

Across the Oceans

● ITC New Baskerville Std Bold

Across the Oceans

● ITC New Baskerville Std Bold Italic

Across the Oceans

● ITC New Baskerville Std Italic

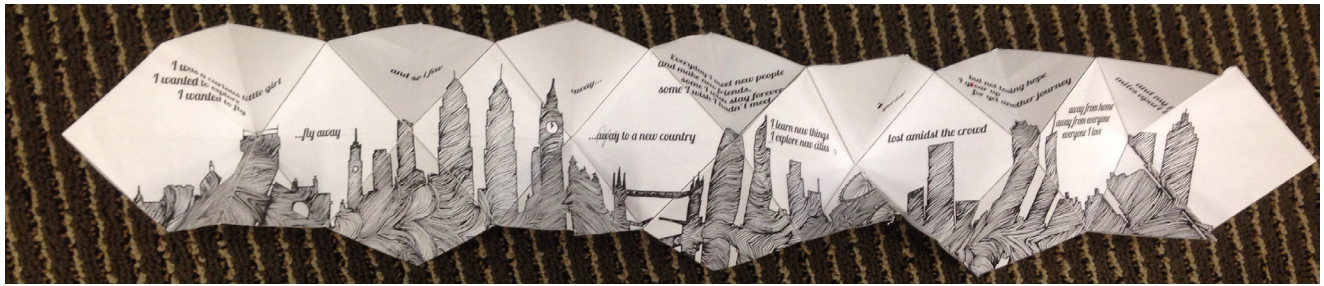
Across the Oceans

● ITC New Baskerville Std Roman

Across the Oceans

Baskerville is a transitional serif typeface. I used baskerville because A research study showed that the use of the Baskerville font increased the likelihood of the reader agreeing with a statement by 1.5% as compared to the average of five other fonts. Baskerville is a transitional serif typeface

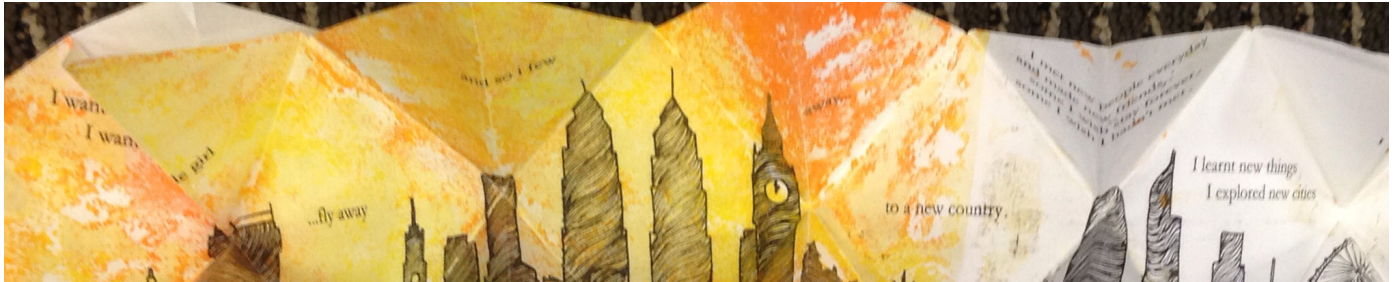
Dummies



The typeface used here lobster and it is hedious, I don't know what I was thinking at that time. It certainly does not work!



Experimenting with ways to add color, since just black and white looks too dull and boring. And obviously coloring just the illustrations did not work so well.

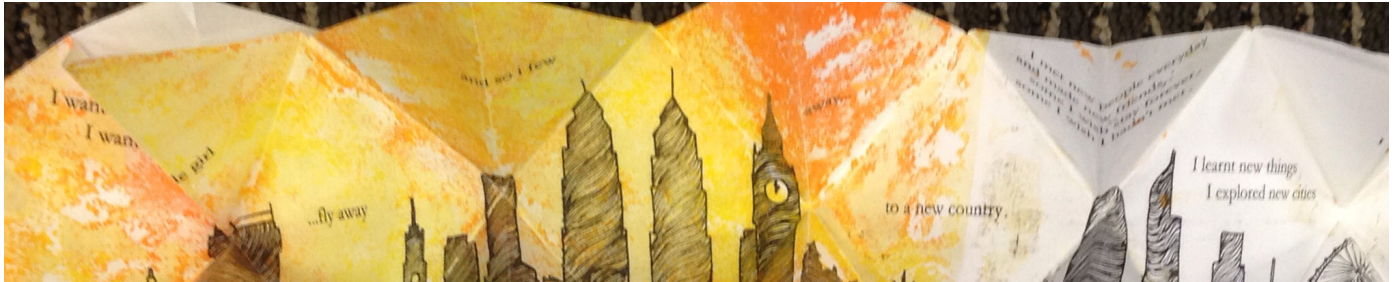


Creating a texture? Using a specialty transfer paper to transfer the color to the book did not work.



I decided to add a pattern at the book to make it look more aesthetically pleasing and attractive, keeping in mind the way the book would be displayed.

The patterns on the back were chosen according to the country that it corresponded to at the front.



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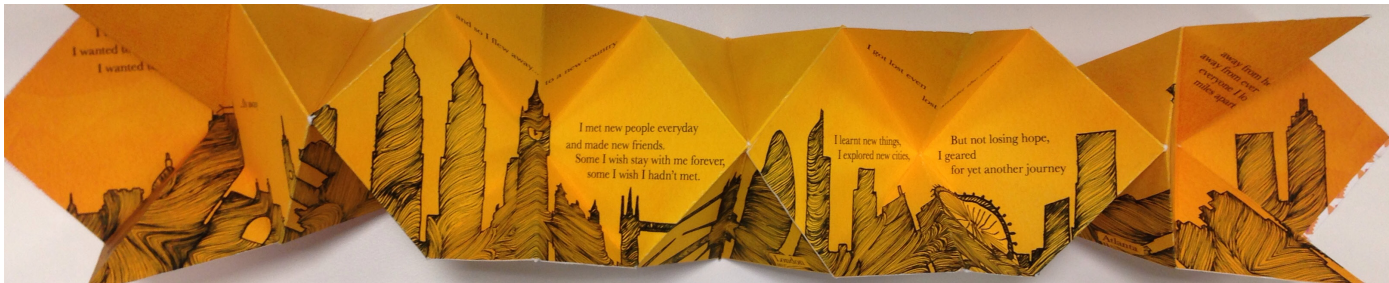
Comps



The colophon placement is not very sophisticated don't center align!



Not sure about the diamond orientation of the book, it a little awkward but it help in the opening direction of the book



Final



Revised Final

