

#### PRINTMAKING TALES

The new project by FABRIANO dedicated to art printing  
curated by Umberto Giovannini and published by Opificio della Rosa.  
Changes in techniques and styles over the centuries through stories and works of art.

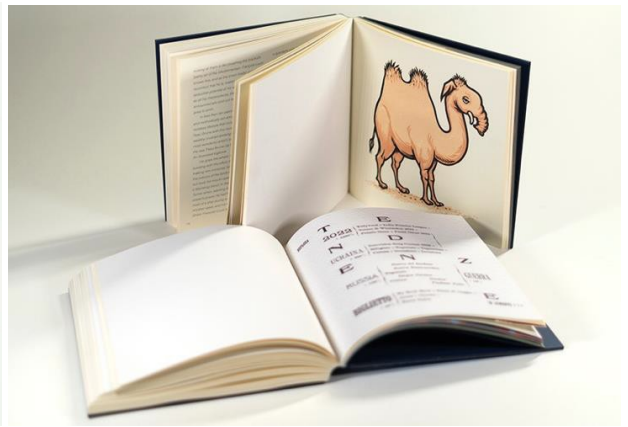
*Printmaking Tales* is the new project by FABRIANO curated by Umberto Giovannini and published by Opificio della Rosa. It is dedicated to art printing and designed to trace the history of an ancient, fascinating technique that has accompanied generations of artists. A large map used to recount the stages and evolution of printmaking to learn about the techniques and styles that have followed over the centuries, profound artistic changes, and their different variations.

This bilingual Italian-English volume stems from a desire to stimulate curiosity and interest in the world of art printing. It is aimed not only at specialists but also at all those who have never had the opportunity to experience the alchemy that occurs when ink meets paper through different printing techniques.

*Looking at the perspectives of contemporary graphic design and thinking about the new languages that are developing, I would like Printmaking Tales to open a door to observe the artisan, artistic journey that began many centuries ago, the one we now call printmaking.* Umberto Giovannini

It is a path full of twists and turns, **divided into eleven chapters**, each dedicated to a different technique and introduced by a story, the fruit of the author's imagination, which builds off of people and episodes that have marked the history of art printing. This yields 'a small fresco of the history and development of each technique, from its beginnings to its modern expression'.

Printmaking Tales unfolds as a **cognitive journey** from the oldest technique, **woodcuts**, to contemporary printmaking experiments, passing through **burin engraving, etching, drypoint, aquatint, halftones, xylography, lithography, typography, silk-screen printing, and mixed techniques**. The introduction of each technique is accompanied by a glossary and enriched with the most important examples of etchings by artists from different eras.



The uniqueness of the volume lies in the reproductions of original works that FABRIANO commissioned from 12 artists using its paper for art printing — FABRIANO Unica, FABRIANO Rosaspina, FABRIANO Artistico, FABRIANO Tiepolo, Magnani Pescia, Magnani Corona, and Magnani Incisioni — used to narrate the technique through personal experimentation.

The selected printmakers — Umberto Giovannini, Koichi Yamamoto, Maria Pina Bentivenga, Gianna Bentivenga, Giulia Leonelli, Iaria Rosselli Del Turco, Marina Bindella, Ingrid Ledent, Nick Morley, Davide Reviati, Paul Dewis and Anonima Impressori — each used a different technique and paper to create an original work included as the close of each chapter.

*Printmaking Tales* is a publishing project stemming from a collaboration between FABRIANO and Opificio della Rosa, together with the **printmaking studio** and library at **Central Saint Martins, University of the Arts London**. It was preceded by years of experimentation with paper for art printing at Opificio della Rosa and FABRIANO, a long process that also included tests of papers designed primarily for other artistic disciplines, such as FABRIANO Artistico, a 100% cotton watercolour paper, which also proved excellent for chalcographic prints and reliefs.

*Printmaking Tales*, also produced in a fine limited edition of only 100 copies with a box and set containing the original works, **will be presented in London on Thursday 9 March 2023** at Fedrigoni Paper London Studio.

*Printmaking is a changeable, ever-evolving art that is constantly renewed not only in relation to the social contexts it crosses, but also due to its ability to mould itself to the technical means and communication methods it necessarily comes into contact with.* Umberto Giovannini



### **Umberto Giovannini**

Umberto Giovannini, printmaker, professor of art & design at Central Saint Martins, University of the Arts London. Founder of Opificio della Rosa, an eco-friendly printmaking centre. He lives and works in Italy and the UK. [umbertogiovannini.it](http://umbertogiovannini.it)

### **Opificio della Rosa**

Opificio della Rosa is a non-profit association whose primary scope is to understand and spread etching techniques with a low environmental impact, from xylography to chalcography to the most innovative engraving techniques. Technical experimentation and interdisciplinary work connecting graphic design to other fields of art is encouraged, also through a residency programme, summer workshops, and sharing of the projects developed each year involving artists from around the world.

Opificio della Rosa, founded in 2009 from the workshop of the same name in Montefiore Conca, is now joined by a second studio in Morciano di Romagna dedicated to letterpress printing. The association works on specific projects with Fondazione Renate Herold Czaschka, Anonima Impressori (Bologna), Luigi Castiglioni (Rimini), and Atelier InSigna (Rome). Special projects are also carried out with Central Saint Martins, University of the Arts London; RUFA, Rome University of Fine Arts. [opificiodellarosa.org](http://opificiodellarosa.org)



### **FABRIANO paper: environmentally friendly high-quality paper**

For FABRIANO, environmental protection has always been a priority: water, forests, and local resources are precious goods to protect for the health and well-being of all. This is why FABRIANO works to guarantee production that rigorously respects Italian and European laws on environmental protection. The desire to create high-value products with a low environmental impact has always accompanied the company's development, which is why its production facilities and processes are state-of-the-art in terms of both energy and resources, leading to water savings and reduced emissions, energy consumption, and processing waste. The hydroelectric power plants used to generate the energy for manufacturing and sophisticated water purification systems are the mark of a daily commitment attentive to the future of our planet and its inhabitants.

**FABRIANO is a partner of FSC®**, Forest Stewardship Council, the independent international organization created to encourage protection of the world's forests. This guarantees the origin of cellulose from forests around the world, which are managed in full compliance with social, economic, and environmental needs, encouraging the certification of new areas and containing degradation, illegality, and deforestation. This is why all the paper used by FABRIANO is FSC® certified, to guarantee a more sustainable future for generations to come.



### **FABRIANO, la bella carta dal 1264.**

Fabriano has been a centre of paper production since 1264. In over 750 years, it has met men and women who have used its paper daily and in extraordinary ways in the fields of art, literature, music, and publishing. Michelangelo Buonarroti, Giambattista Bodoni, Ludwig van Beethoven, up to Gabriele D'Annunzio and Georgia O'Keeffe, together with Francis Bacon and Federico Fellini, are just some of the luminaries who have written, drawn, taken notes, and created on paper produced by Fabriano, which, over more than 700 years, has become a part of the Italian cultural heritage. In the 13th century, the brilliant intuition of the artisans in Fabriano led to three important innovations — watermarks, the use of animal gelatin, and the hydraulic hammer mill — which made Fabriano the cradle of papermaking. This multi-century tradition continues today with the production of a wide range of high-quality papers adapted to the needs of every type of art — drawing, sketching, pastels, watercolour, acrylic and oil, mixed techniques, artistic printing, calligraphy, writing, and handicrafts — chosen every day by students, artists, architects, stylists, illustrators, musicians, writers, and calligraphers. FABRIANO is the only paper manufacturer in the world that produces with three technologies: by hand or with a Fourdiner machine or cylinder mould. High-quality, 100% Italian production synonymous with expertise and authenticity. [fabriano.com](http://fabriano.com)



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Information and photographs

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LA BELLA CARTA DAL 1264

