

Arion Press honors pioneering ornithologist

By JEFF SKLANSKY
Associated Press Writer

SAN FRANCISCO — Master printer Andrew Hoyem, the man responsible for a 33-foot-long edition of *Flatland* and a round edition of *The World Is Round*, has always had a passion for literature's rare birds.

So it seems fitting that for his biggest project in a 25-year printing career he's chosen to publish, for the first time, 156 19th-century paintings of Western American birds. The book, which carries a price tag of \$4,500, will be accompanied by a biography of their creator: an unsung ornithologist named Andrew Jackson Grayson.

"Grayson was an artist and a naturalist, and a pioneer in both areas... a self-defined man," Hoyem said with reverence, as he sat in the San Francisco home of his Arion Press.

Like Grayson, Hoyem is a pioneer, a man who has written the book on the Arion style of fine printing and bridged the gap between literature and art in a way uniquely his own.

The two or three books Arion Press produces each year carry Hoyem's imprint on every page, a blending of medium and message quite unlike the paperback pulp of larger publishers. He is one of a small group of printers carrying on the ancient

tradition of making books as craft, rather than technology.

And he is regarded by many as one of the best. Arion Press "certainly has had a more diverse and interesting and more substantial output than any other press operating in the United States today," said Sandra Kirshenbaum, publisher of *Fine Print*, a San Francisco quarterly which reviews works by fine presses. "It ranks with the best in the world."

Hoyem's latest work seems ideal for countering criticism, such as that from Frances Butler of Poltroon Press in Berkeley, Calif., that he is content to print beautiful editions of safe classics rather than risky experimental works of which Poltroon has made a specialty.

"It's not a complaint that can easily be made of Arion's *Birds of the Pacific Slope*, due out in December. It's the most ambitious of Arion's 20 publications to date and one of the few to consist of entirely original material.

"It is far and away the biggest thing we've ever done," said Hoyem, with the nervous enthusiasm befitting someone hoping to sell 400 sets of unknown bird pictures for \$4,500.

The attention to detail epitomizes Hoyem's style. The 19-by-25-inch plates are reproduced on cotton, acid-free paper made specially for the book to simulate Grayson's own watercolor paper.

Captions for each plate have been typeset by hand, allowing greater refinement of the spaces between letters than a machine can offer.

A separate 500-page volume will accompany each set, including a biography of Grayson and additional information on his work, printed by letterpress — raised letter plates directly imprinted on the Coventry Rag pages — rather than by offset printing, in which an inked rubber cylinder prints each page. Offset is the method used by most large publishers.

Hoyem can only hope the Bare-throated Tiger-Heron and the Military Macaw are as popular as *Moby Dick* and *The Matinee Feteon*, two earlier Arion editions.

"There is a great deal of financial worry that is connected with doing this," he admitted. "That is the most difficult part."

In all his editions, Hoyem aims to complement the text with its aesthetic presentation, forming a work with a value he says cannot be broken down into component parts.

Earlier this year, Arion produced a new edition of Gertrude Stein's children's classic, *The World Is Round*. Like the title, and in accord with Stein's unconventional "circular" prose, the Arion book is round.

Because the main character's name is Rose, the book is bound in rose-colored cloth.

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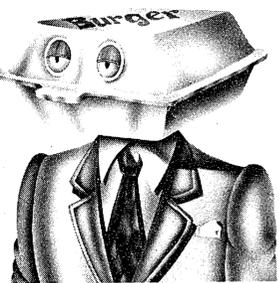
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OBJECTIVE
A position in marketing management, product management, or advertising management involving market planning, product development, and/or management.

EDUCATION
1981-1983 The Pennsylvania State University, University Park, PA
Candidate for the degree of Master of Business Administration, Marketing emphasis. Expected date of graduation: March, 1983. Chairperson of Resume Book Committee, responsible for direction, design, and distribution of resume book. Assistant for the Daily Collegian, college newspaper.

1975-1979 The Pennsylvania State University, University Park, PA
Bachelor of Arts degree, Advertising, May, 1979. In a department of American Advertising Federation. Awarded Advertising Internship, The American Philatelic Society. Designed and managed Penn State Resumes all program, sold at home basketball games.

EXPERIENCE
September, 1981 to present The Pennsylvania State University, University Park, PA
Presently working 10-20 hours per week at Department of Biology stockroom. Responsible for invoice processing, reconciling invoices and streamlining order and invoice processing.

June, 1980 to September, 1981 Strawbridge & Clothier, Philadelphia, PA
Wrote copy for newspaper, catalog, and supplement advertising. Worked with buyers and vendors to develop and design special ads, coupon specifying type, correcting layout and copy errors.

June, 1979 to June, 1980 The Wharton School, Philadelphia, PA
Views, solved interview scheduling problems. Helped design and circulate Wharton Resume Book. Implemented new resume filing and circulation system. (1980)

PERSONAL
Eagle Scout. Received National Merit Scholarship Letter of Commendation. Captained intramural soccer team to finals. Enjoy running, weightlifting, soccer, writing.

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