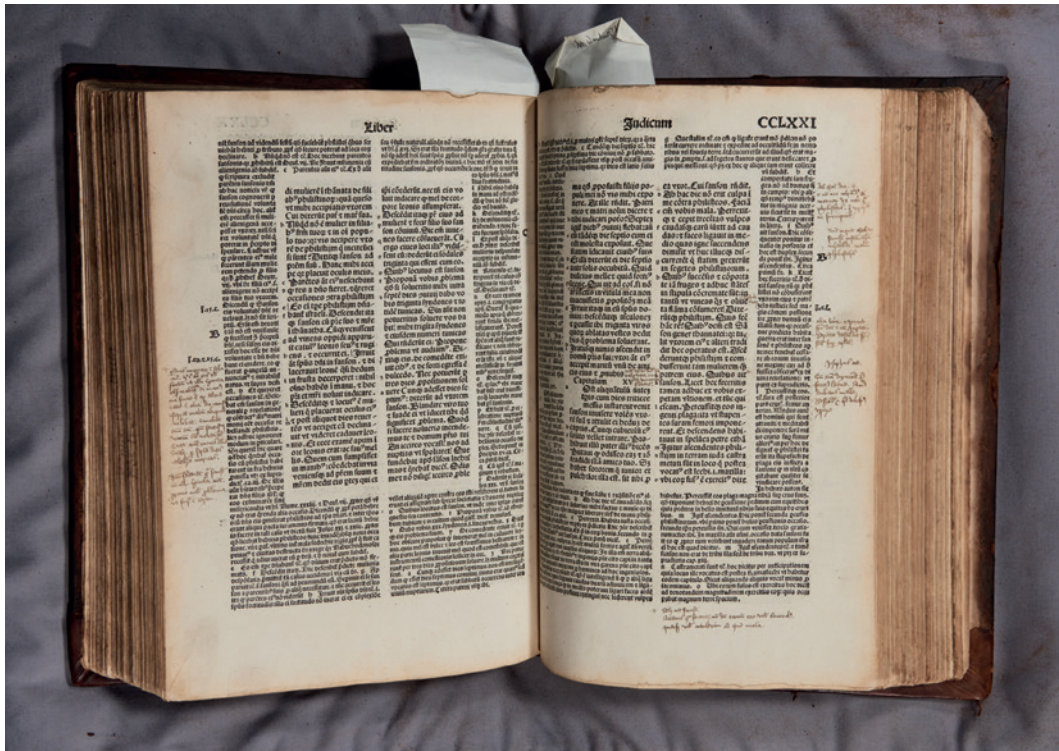
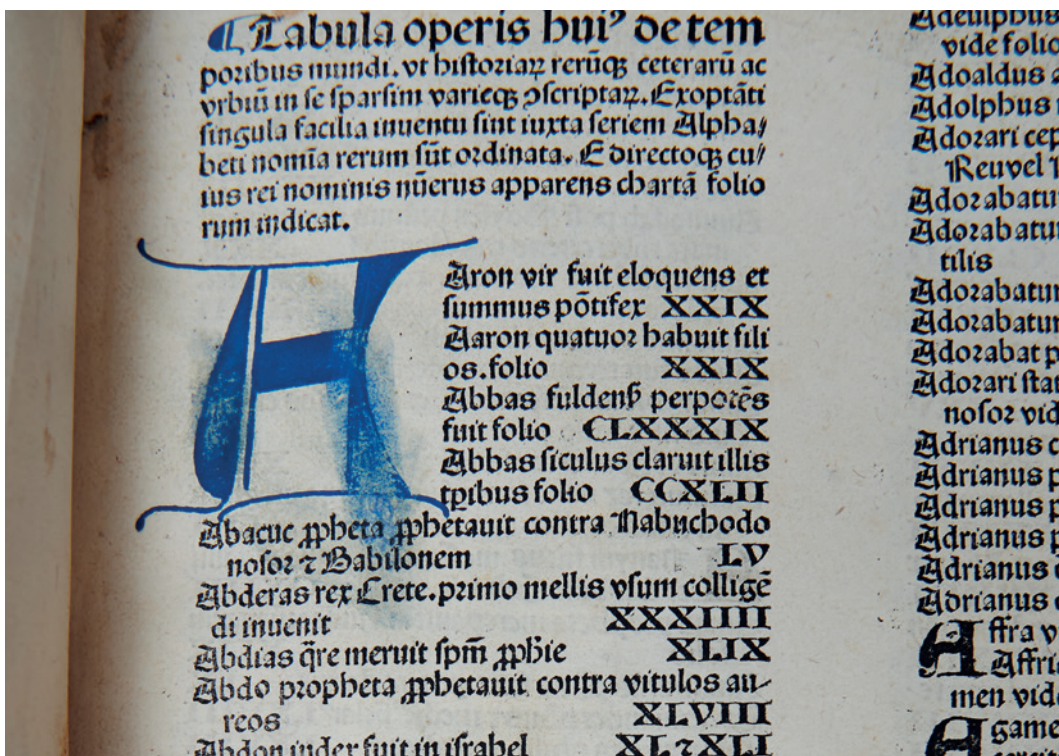


NEW IMPRESSIONS  
Re-designing Norwich's Renaissance Books



*Impression:* OED 3a. The process of printing. Now rare.  
OED 6. The effect produced by external force or influence on the senses of the mind



## NEW IMPRESSIONS

### Re-designing Norwich's Renaissance Books

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#### TO THE READER

In the first centuries of printing, a book was hand-made by pressing ink onto paper – each distinct print-run of a book was called an 'impression'. These books, too, made a huge impression on Renaissance Europe – they transformed the way we think about everything, from literature, religion and history, to science and map-making. The printed book was the great technology of its time. Readers, too, left their many impressions on these books, often filling up blank spaces with their own notes and ideas. Renaissance books always demanded new impressions.

We are now calling on designers to take part in a truly unique and exciting design project. We are asking you to make new impressions from these old books – to recapture, for contemporary audiences, the sense of innovation and excitement that was associated with the printed book in its earliest days.

The collection of Renaissance books to which we are inviting you to respond is one of Norwich's least-known, but greatest treasures. The Norwich City Library, originally founded in 1608, has survived many perils (including calamitous fire) to be preserved in the Norfolk Heritage Centre. It is now joined with books collected by Jeremiah James Colman. Today, thousands of books from the fifteenth, sixteenth and seventeenth centuries, printed all over Europe, are just waiting to be discovered. Covering religion, history, geography and science, they are witnesses to a great age of innovation in the history of the book.

The results of our 'New Impressions' design project will be displayed at a major public event on Saturday 25th November 2017, alongside the Renaissance books themselves, in the Norfolk and Norwich Millennium Library. In addition, your works will be judged by a panel led by Sean Perkins (North). The selected works will then become part of a month-long public exhibition at the Forum in December. We would love you to join us in the Forum on that Saturday, and to introduce your work to a wider public.

We plan to collect the entire 'New Impressions' project on a legacy website and feature your work, biography and link to your website. The site will promote the New Impressions project for national exposure within industry design blogs.

On Friday 22 September 2017, please join us at the Norfolk Heritage Centre (on Floor 2 of the Forum in Norwich) from 1–5pm for a hands-on workshop, where academics from the University of East Anglia will introduce you to the incredible story of these books, revealing the ways in which each one of these amazing objects gives us its own unique insight into the past. You will have the chance to handle these books – some of which are almost 500 years old – for yourselves, and to take photos, make sketches, and ask the Unlocking the Archive team questions about the books and the project.

## NEW IMPRESSIONS

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#### THE CREATIVE CHALLENGE

Create a publication or poster which celebrates the Renaissance book – its achievement in bringing new knowledge to new readers in new ways.

Suggested themes and ideas that you might think about include:

- The experimental form of the book – the way printers make use of type, page layout, title pages, illustrations, etc
- How books organise knowledge, and help readers to find it
- The role of the reader in transforming, modifying, annotating and completing books
- What the books were designed to do – e.g. imagining places, establishing identities, communicating ideas
- The distinctiveness of the Renaissance book – the difference between a book then and now
- The perils of the Renaissance book – the danger of loss and the miracle of survival and preservation.

You are asked to work within the following parameters:

- You may respond to one of Norwich's Renaissance books or several – that's up to you
- Your publication/poster should draw upon Norwich's Renaissance books at the Norfolk Heritage Centre. No Google please!
- We will provide a bank of professional photographers' images of the Renaissance books to help you in your work
- Your publication/poster will be displayed alongside the Renaissance books in the Norfolk and Norwich Millennium Library, and should appeal to a broad, non-specialist audience of ages 14+
- We are looking for striking and eye-catching responses to the brief and the ideas it provokes
- Please include all relevant sponsors' logos (to be supplied).

#### FORMAT

Your design will be printed on the Indigo press at sheet size: width 500 x height 700mm, by Page Bros. It is your choice whether to use the whole sheet or divide into half or quarters to create a publication. You may be able to specify a limited number of extra sheets if required. Maximum quantity to be confirmed, together with options for a quality paper stock.

Please email your completed design to Sophie Butler at [sophie.butler@uea.ac.uk](mailto:sophie.butler@uea.ac.uk) by midnight Friday 20 October 2017 ready for production (arranged and paid for by us). For any production questions please contact Darren Leader at [darren@darrenleaderstudio.co.uk](mailto:darren@darrenleaderstudio.co.uk).

# NEW IMPRESSIONS

## Re-designing Norwich's Renaissance Books

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### UNLOCKING THE ARCHIVE: WHO WE ARE

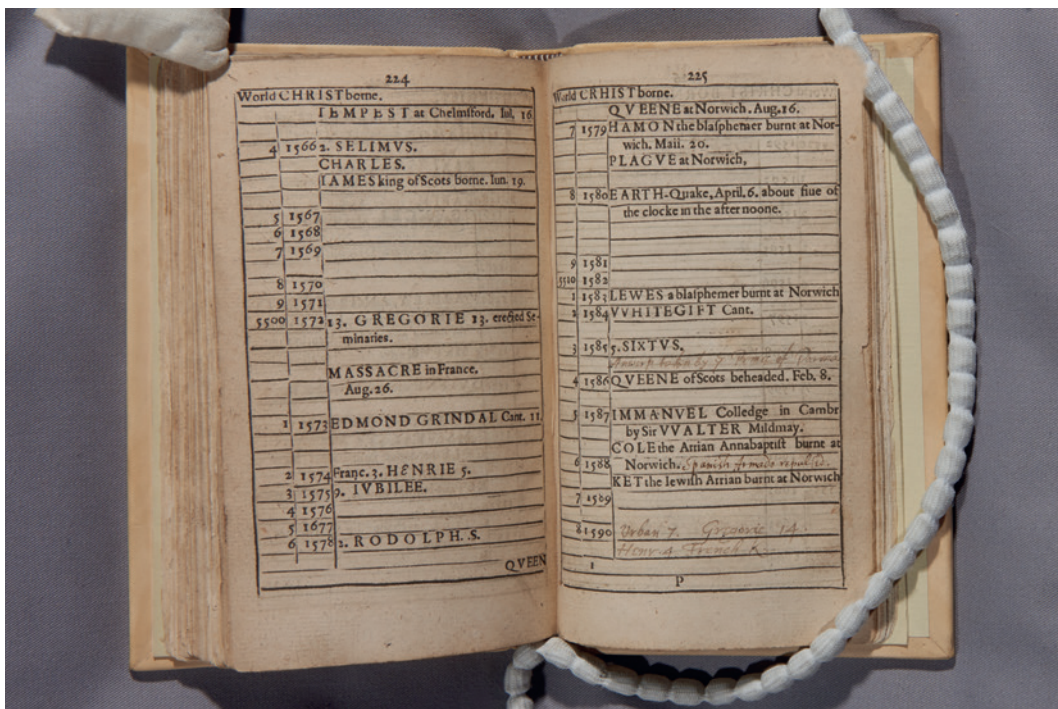
Twitter: @archiveunlocked

Established in 2015, Unlocking the Archive is an initiative led by academics in the School of Literature, Drama, and Creative Writing at the University of East Anglia, working in partnership with the Norfolk Heritage Centre and in collaboration with Darren Leader Studio. Our aim is to increase public awareness and appreciation of the Heritage Centre's collection of incredible Renaissance books, and to show the different ways in which these publicly-owned books can still be living sources of inspiration and use today.

Past Unlocking the Archive events have received considerable local media coverage, including articles in the EDP and EDP Norfolk Magazine, and features on Mustard TV and BBC Radio Norfolk. An initial range of Unlocking the Archive merchandize is currently being sold successfully in Jarrolds and the Forum Shop by Jarrolds, with a share of the profits being returned to the Norfolk Heritage Centre.

'New Impressions' is Unlocking the Archive's contribution to Being Human: a nationwide festival of the humanities. This festival is taking place at venues around the country from 17–25 November and 'aims to engage the public with the very best of the innovative research taking place across the humanities'.

See the Being Human website for more details, visit: [www.beinghumanfestival.org](http://www.beinghumanfestival.org)



# NEW IMPRESSIONS

## Re-designing Norwich's Renaissance Books

### KEY DATES FOR YOUR DIARY

FRIDAY 22 SEPTEMBER 2017

Hands-on workshop introducing the Renaissance books, led by members of the Unlocking the Archive team.

MONDAY 9 OCTOBER 2017

Optional lunchtime meeting to share our progress.

FRIDAY 20 OCTOBER 2017

Deadline for submitting designs for production.

SATURDAY 25 NOVEMBER 2017

'New Impressions' public event at the Forum.

DECEMBER 2017

Further public exhibition showcasing selected New Impressions designs alongside Renaissance books from the collection, running throughout December at the Forum.

### WITH THANKS FOR THEIR SUPPORT

Being Human, A Festival of the Humanities

Darren Leader Studio

The Forum, Millennium Plain, Norwich

Norfolk and Norwich Millennium Library

Norfolk Heritage Centre

Page Bros Group Ltd

University of East Anglia

