



The Gutenberg Bible Vol II | 1985

The Visual Media Association (VMA) is dedicated to preserving the heritage of the paper and print industry through a centralized collection of valuable books, artwork, historical records and photography. Donated by VMA members spanning 141 years of history, these 120 titles have been gathered from across Australia due to office closures and staff relocations which have now all been collated together under the Association roof once more.

The collection encompasses printing, bookmaking, and typography, featuring renowned printers, publishers, and designers. Additionally, it includes

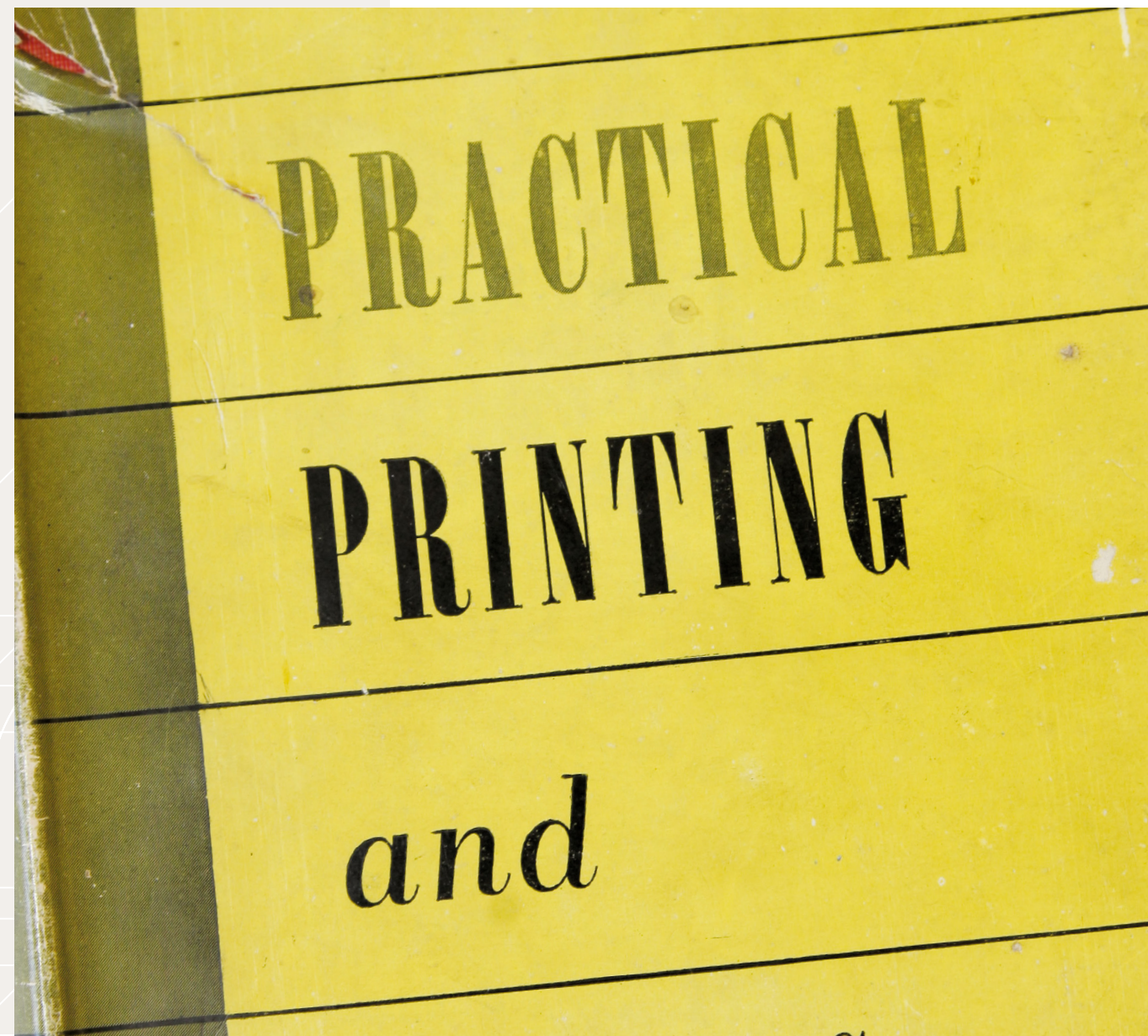
artwork and imagery that provide crucial insights into the industry's evolution, making it a significant cultural and financial asset for the Association and the broader industry. Highlights range from historical photographs capturing early 20th-century Boards and Industry Leader Committees to Workers operating printing presses in the 1920s, honor boards listing former Presidents dating back to the late 1800s and Minutes from the original Association meetings. With an appraised value of approximately \$40,000, the collection boasts titles dating as far back as 1522 and the esteemed and rare Gutenberg Bible.

Preserving Our Industry's Heritage

The VMA's collection of valuable books, artwork, and history offer an insightful glimpse into the rich history and cultural significance of the paper and print trades.



John Baskerville of Birmingham Letter-Founder & Printer | 1975



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Valuable Typesetting Manuals

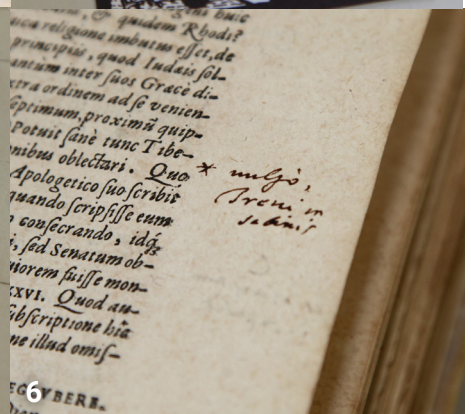
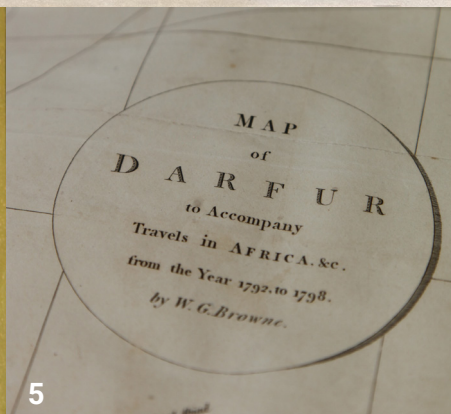
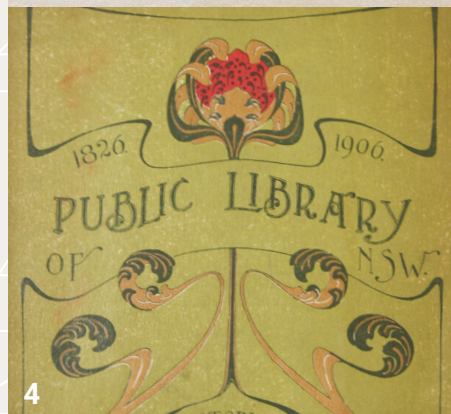
Further among the valuable contributions are typesetting manuals, offering guidance on typography, print techniques, and design. These manuals have long been cherished resources for printers, providing practical advantages and cultural insights. For instance, "The Printers Grammar" by C. Stower provides a concise history of printing advancements from 1758 to its publication in 1808. Another notable manual is "An Essay of Typography" by Eric Gill, the font designer renowned for creating Gill Sans. Published in 1931, the book explores typography's cultural significance at the time and celebrates craftsmanship during the industrial age.

The famous Gutenberg Bible

One title that epitomizes the collection's cultural significance is the "Biblia Sacra Mazarinea II". It comprises of a two-volume facsimile of the original Gutenberg Bible—the renowned and historically significant Bible printed by Johannes Gutenberg using movable-type printing press between 1454 and 1455. Gutenberg's invention revolutionized the Western print industry, marking the advent of the "Information Age" by enabling mass production and the dissemination of ideas and knowledge. The facsimile in VMA's possession, a masterpiece known for its Gothic type and fine printing, is invaluable since only forty-

eight (48) substantial original copies are known to exist today.

The collection extends beyond the realm of paper and print, delving into the arts and our history. The oldest book in the VMA collection, "Plauti Comoediae", published in 1522, contains plays by Titus Maccius Plautus, a renowned Roman playwright from the 3rd century BCE. A popular figure during the Roman Republic, Plautus' works offer valuable insights into Roman literature and culture, making this Renaissance-era book a precious source for those interested in the era.



1. Australian Master Printer' Interstate Conference, Melbourne | 1911 2. Sample Collection 3. The Gutenberg Bible Vol II | 1985 4. Public Library of NSW Historical Notes 1826-1906 | 1906 5. Travels in Africa, Egypt and Syria 1792-1798. First Edition | 1979 6. Divi Cyrilli Ar | 1960

Association and Industry Imagery

Throughout the collection, framed and printed images capture former print member buildings, operational warehouses, print rooms, employees, and Board and Committee members. These sepia-toned images reveal the craft and heritage of our industry, featuring individuals in moustaches, cleated shirt sleeves, and aprons within print rooms, or formally dressed members in suits and bow ties seated in order for a formal Board event. The collection also includes images of former member print business, association events, and past Presidents, further enriching the image library.

Preserving the industry's heritage

In safeguarding these valuable books, artworks, and heritage collections, the VMA ensures the industry's legacy continues to inspire for generations to come. Collaborations with state governments and museums, coupled with secure storage and archival practices are all now in place to show respect to these artefacts, demonstrating the VMA's commitment to preserving and protecting this treasure of history. The collection stands as a testament to the passion of its donors and the dedication of the VMA and its members in upholding their craft's history.

As information increasingly moves into digital environments, traditional printed

materials gain even greater value and presence. The historical significance of the books in this collection extends beyond their text, as their production and design serve as tangible links to the past that can never be replaced. On behalf of the 2023 Board and Executive, thank you to each and every industry custodian who has bequeathed these items to the Association over our industry's history, you can feel assured your generosity is valued and in safe hands now and for generations to come.

Sources: British Library, 'Gutenberg Bible', accessed May 2023; Library of Commons Bible Collection, 'The Gutenberg Bible', accessed May 2023; Britannica, Bibliography, 'Plautus', accessed May 2023.