Ephemera/42
Creating Places and Spaces

THURSDAY, MARCH 17th

4:30 p.m. Roundhill Room
Young Scholars’ Presentation

This session provides a forum where undergraduate and graduate students can discuss the ways in which ephemera has informed their studies. Student presentations are lively, varied, and always offer thoughtful insights into the role ephemera has played in American cultural and social history.

Home Making for Future Homemakers: Paper Doll houses and instructive womanhood in the early 20th century
Bachell Kanie, University of Delaware/Winterthur Program in American Material Culture

6:30 p.m.–7:30 p.m. — Board reception for early arrivals. Join old and new friends, and be fresh for the conference that begins Friday morning.

FRIDAY, MARCH 18th

Four morning conference sessions: Roundhill Room

8:45 a.m.
Welcome and Introductions
Barbara Loe, Conference Committee Chairman

8:50 a.m.
Introduction and Exhibit Overview
David Liburne, President

9:00 a.m.
Shaping the Nation’s First Rural Cemetery
Meg Winslow

Established in 1831 as the first rural cemetery in the nation, Mount Auburn Cemetery represents a major turning point in 19th-century attitudes about death and commemoration. Designed by Boston horticulturalists for practical and aesthetic reasons to provide a solution to overcrowded city graveyards and to create a landscape of beauty and inspiration, it was imitated across the United States and inspired our public parks and picturesque suburbs. Letterhead, billheads, and trade cards represent nearly two centuries of interactions with families, undertakers, monument dealers, horticulturalists, surveyors, ornithologists, railroads, and sculptors, and reveal the complexity of shaping an evolving landscape that is both sacred site and pleasure ground.

Meg L. Winslow is Curator of Historical Collections & Archives at Mount Auburn Cemetery, co-author with Melissa Bassan of Art of Commemoration and American First Rural Cemetery, Mount Auburn’s Significant Monument Collection, in its third printing. In 2020 Meg was awarded a National Endowment for the Humanities (NEH) (CARES) grant for a crowdsourced transcription project to help transcribe Mount Auburn’s nineteenth-century founding records.

9:45 a.m.
Streetviews: Walking the Ephemeral City on Paper
Jeffrey Cohen

Buildings for business changed the most in the built urban landscape. Fronts and signage in the emerging central business districts of 19th-century America changed from decade to decade, while office spaces congegated in increasingly tall stacks. With commercial uses outbuilding others downtown, booming land values propelled new constructive technologies, rewriting the streetscapes of the old urban core. Architecturally, the young ate the old. On broadsides, billheads, illustrated directories, commercial panoramas, businesses used images of their buildings as advertising (taking a back seat only to images of their products), providing our picture of the lost city.

Jeffrey A. Cohen is an architectural historian who has taught in Bryn Mawr College’s Geography & Structure of Cities Department since 1981. Publications have included co-authored work on the Architectural Drawings of Benjamin Henry Latrobe (1994), Frank Furness: the Complete Works (1991, 1996), and Drawing toward Building (1986). More recent works have focused on forms of representation and evidence tracking the evolution of 18th- and 19th-century cities, more specifically through long urban streetviews, fire insurance records, and architectural drawings.

10:30 a.m. Break

10:45 a.m.
Unity of Creation: Designs by Winold Reiss
Mari Nakahara

Unity of creation, total design coordination, is one way to enrich space. The architect and designer Winold Reiss had a hand in many of the design aspects of the interiors he created — murals, wallpaper, metal work, furniture, menus, placemats, candy boxes. He often sketched on random pieces of paper, sometimes with multiple designs on one piece, scratched out and redrawn, items which could easily have been discarded. His interiors include designs for the Alamac Hotel, Shellball Apartments, Longschamp restaurants, Chic-n-Coop restaurant, and redrawn, items which could easily have been discarded. His interiors include designs for the Alamac Hotel, Shellball Apartments, Longschamp restaurants, Chic-n-Coop restaurant, and Restaurant Crillon. Most of his interiors no longer exist, and surviving ephemera provide a window into his work.

Curator of Architecture, Design, and Engineering at Library of Congress Prints & Photographs Division since 2015, Mari Nakahara’s research for her dissertation on McKim, Mead & White at architectural archives in the U.S. led her interest to become an architect herself. Her experience working at archives, not limited to architecture, includes New York Public Library, the Skyscraper Museum, and the Octagon, the Museum of the American Architectural Foundation. Nakahara has also been active in the promotion of architectural documentation in Japan and contributed to the establishment of the first national architectural archive there.

11:30 a.m.
Creating Amusement Parks in Western Pennsylvania Jennifer Sopko

The confluence of several factors spurred the growth of picnic groves and amusement parks in post-Civil War America: developing industries, expanding transportation systems, evolving technology, architecture, leisure time for the middle and working classes. In Western Pennsylvania dozens of parks sprung up along electric streetcar lines, on the outskirts of towns, and in scenic rural areas during the late 19th and early 20th centuries, serving as respite from the daily grind – and grime – of the cities like Pittsburgh, Johnstown and Erie.

Jennifer Sopko is a Pittsburgh native who writes for several regional publications, including the Latrobe Bulletin, the Ligoner Echo, and Westminster History magazine that she also edits. She is the author of Ligoner Valley Vignettes: Tales from the Laurel Highlands (2013), and Millwalk: History and Memories of Pennsylvania’s Oldest Amusement Park (2018). Her next book will cover lost amusement parks across Western Pennsylvania.

12:15 p.m. – 1:45 p.m. Lunch Break

Five afternoon conference sessions: Roundhill Room

1:45 p.m.
Creating Spaces in the Movies
Jeanine Oppewall

A motion picture designer has responsibility for all the environments of any given film — anything an actor gets in front of, walks through or drives past. To research each film, a designer scours movies, books, periodicals, photo collections, book libraries, and archives. Ephemera is created from the process: site plans of each location, drawings for what had to be built, as well as what had to be designed from scratch on stage — sketches, technical drawings, storyboards, schedules, photos, models, and, of course, the endless and bumble lists.

Jeanine Oppewall, a native of Massachusetts, worked for eight years in the Office of Charles and Ray Eames, where she learned design at the feet of a master of both furniture and film. She joined the film business working for production designer Paul Sybert; the first film she designed was Tender Mercies. She...
has received Academy Award nominations for L.A. Confidential, Pleasantville, Seabiscuit and most recently, The Good Shepherd. Jeannine has designed over 40 feature films, and was one of the first women admitted to the Art Directors Guild.

2:30 p.m.  Staging the Scene: Theater Set Design  Christine von der Linn

Some of the main theatrical set designers of the 20th century used architecture, technology, and even paper ephemera, such as letters and photographs, to design environments that created or recreated a particular sense of place and emotion. Their physical designs, often considered ephemeral themselves, preserve those creations.

Christine von der Linn joined Swann Auction Galleries in 1993 in the rare book department. She currently serves as Director of Illustration Art, the department she created in 2012. Christine has written about, lectured, and moderated panel discussions on rare books and illustration, and is a member of ArtTable and the ABA.

3:15 p.m. Break

3:30 p.m.  Promoting Herman Miller Furniture  Jared Arp

Jared Arp teaches Environmental Product Design at the University of Colorado. In addition to his product design and business experience, he is also a museum exhibition designer, including galleries for the San Diego Museum of Art, Detroit Institute of Art, Missouri History Museum, Monticello, and the Liberation War Museum in Dhaka, Bangladesh.

4:15 p.m.  The Lippitt House: Using Ephemera to Preserve a Victorian Home  Carrie Taylor

The 1865 Lippitt House in Providence, RI, has perhaps the finest original Victorian interiors in America, noteworthy for original design elements in furnishings, painted decorative ceiling and wall finishes, stained glass, ornate plasterwork, parquetry floors, and carved woodwork. Textile magnate Henry Lippitt acted as general contractor for the house and among his archival materials in the museum's collection are a contract memo book, invoices, and trade cards. Additional ephemera, such as sheet music, historic photos, and advertising materials, are used to help depict a robust picture to visitors of what life was like for family members and the servants who lived and worked in the house.

Carrie Taylor joined Preserve Rhode Island as the first director of Providence's Lippitt House Museum in 2013. After having been Collections Manager at Monticello, Thomas Jefferson's plantation in Virginia. Her article “The Lippitts of Rhode Island: Anti-suffrage and Female Political Activism” was recently published in The Bridge: A Joint Edition of the Journals of Newport History & Rhode Island History.

5:00 p.m.  InẠntialing traditional market spaces in Shanghai MinJoo Back

In Shanghai, traditional markets have been markers of ephemeral space, found at the center of the local community and central to the local economy. Fast-changing lifestyles, the growth of large online supermarkets, and digital technological development have led to the decline of these markets. Based on field research and user interviews, this experimental research focuses on the renovation/reconstruction of an existing market to meet the modern needs of users (merchants and customers), provide a site-specific experience to attract customers from diverse generations, and offer vernacular exposure.

Program Director of Interior Design, Donghua University, Shanghai China, MinJoo Back is an architectural designer and multi-disciplinary educator who has shaped her professional activities in design around the critical inquiry of environment and sustainability. The current research area involves socio-ecological architecture and urbanism to create responsive space formation for cities, buildings, and objects.

Also Friday:

• 11:00 a.m. — 7:00 p.m. — Dealer Set-up

SATURDAY, MARCH 19TH: Ephemera Fair Opens Today!

• 8:15 a.m. — Memberships will be sold at the Ephemera Society desk at the entrance to the fair in the Grand Ballroom.
• 9 a.m. — Members-only fair preview ($10) for the Society's 42nd Annual Ephemera Fair in Grand Ballroom. Membership cards will be available at registration desk.
• 9 a.m. — 5 p.m. — Exhibits open in Laddins Rock.
• 10 a.m. — General public entry. Admission is $15.
• 12:30 p.m. — 5:30 p.m. — Silent Bid Auction in Roundhill. Many Lots. Bid early and often!
• 5 p.m. — Fair closes, reopens 11 a.m. Sunday.

Sunday, March 20th

9:00 a.m.  Mead AB

Members Annual Meeting

All members are urged to attend.

9:45 a.m.  Exhibitor Roundtable – Laddins Rock

Exhibitors will have the opportunity to describe their themes and the significance of the pieces they selected.

• 11 a.m. — 4 p.m. — Ephemera Fair in the Grand Ballroom.
• 11 a.m. — 4 p.m. — Exhibits open in Laddins Rock.
• 4 p.m. — Ephemera/42 closes.