

Ephemera/42

Ephemera/42 conference registration includes free admission to a Board Reception on Thursday evening, ten seminars on Thursday and Friday, and Exhibits. **A separate admission fee applies to the Ephemera Fair on Saturday and Sunday.** See 9 a.m. Saturday listing for details. **There is an additional charge for the banquet and dinner presentation.**

Please indicate number of persons in each category:

- () ESA Members, \$85
- () Non-members, \$100
- () Students with ID, no charge
– First come first serve, space may be limited
- () Exhibiting dealers, no charge

() Ephemera/42 Banquet and Presentation, \$90

Back by popular demand, dinner features presentation stations. Enticements include starters of Tapenade, Roasted Eggplant, & Roasted Red Pepper Hummus, followed by Beef Tenderloin, Caesar Salad, and a choice of two Pastas, Seasonal Vegetables, Dessert and Coffee. We will also have two special **after dinner presentations. The first by Richard Wilson Cammeron who will discuss *The Once and Future Station*. That will be followed by Evie Eysenburg's version of *Ephemera Jeopardy*.** You don't want to miss this exciting opportunity!

Name(s): _____

Address: _____

E-mail: _____

Please make check payable to:

Ephemera Society of America. Detach form at dotted line and return with check to ESA Conference, PO Box 95, Cazenovia, NY 13035.

Registration may also be done online at www.ephemerassociety.org/2022-conference/ It will not be required, but if you use PayPal, a \$2 service charge would be appreciated.

Your registration badge will be held for you at the Society desk. Please arrange lodging directly with the Hyatt Regency Hotel: 1800 East Putnam Avenue, Old Greenwich, Connecticut 06870 • Phone 203-637-1234 • Group rate is \$139 plus tax. Discount Code “*ephemera society*.” Group rate is available online, but is not guaranteed after February 28, 2022. You can reserve online by visiting: www.hyatt.com/en-US/group-booking/GWICH/G-CEMS

Ephemera/42 Creating Places and Spaces

THURSDAY, MARCH 17th

9 a.m.– 4 p.m. — Board of Directors' meeting

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

Rachael Kane, 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

8:50a.m.

Introduction and Exhibit Overview

David Lilburne, 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 Banta of *The Art of Commemoration and America's 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 American cities changed from decade to decade, while office spaces congregated in increasingly tall stacks. With commercial uses outbidding 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 Growth & Structure of Cities Department since 1995. Publications have included co-authored works 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 street-views, 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 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 architectural archivist. 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, and increased 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 respites from the daily grind – and grime – of cities like Pittsburgh, Johnstown and Erie.

Jennifer Sopko is a Pittsburgh native who writes for several regional publications, including the *Latrobe Bulletin*, the *Ligonier Echo*, and *Westmoreland History* magazine that she also edits. She is the author of *Ligonier Valley Vignettes: Tales from the Laurel Highlands* (2013), and *Idlewild: 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

Jeannine 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 scrounges from photo collections, book libraries, and clipping files in the studios' special research libraries. 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 humble lists.

Jeannine 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 Sylbert; 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 master 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 ABAA.

3:15 p.m. Break

3:30 p.m.

Promoting Herman Miller Furniture

Jared Arp

Herman Miller, a small furniture company located in a small mid-western town, sat at the confluence of the post-war economic boom, the explosion of suburbia, and the accelerating landscape of powerful advertising precisely when the world was looking to move beyond the dark wartime chapter and turn the page to a new bright, spacious, democratic future. By selling aspiration first and their actual product second, Herman Miller's furniture became an indicator of status and upward mobility — thanks to founder/CEO D.J. DePree and architect/designers George Nelson and Charles Eames.

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.

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.

Innovating traditional market spaces in Shanghai

MinJoo Baek

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 Baek** is an architectural designer and multidisciplinary 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.

- **5:30 p.m.** — Silent Auction final bids close in Roundhill Room.
- **5:30 p.m. - 6:45 p.m.** — Cash Bar outside Mead ABC.
- **6:15 p.m.** — Live Auction Roundhill Room
- **7:00 p.m.** — *Ephemera 42 Banquet and Presentation* — Mead ABC. **Reservations required.**
A conference/dinner registration form is attached.

After Dinner Presentation

The Once and Future Station

Richard Wilson Cammeron

The story of the design and creation of Penn Station, the crown jewel of the Pennsylvania Railroad, seemed to end when it was demolished after a mere 53 years to create Madison Square Garden. But it may be rebuilt in all its glory.

Richard W. Cameron is a partner in the design firm Atelier & Company and co-founder of the Institute of Classical Architecture & Art. His work has appeared in the *Wall Street Journal*, the *New York Times*, *Architectural Digest* and numerous other publications.

Ephemera Jeopardy

Evie Eysenburg

Evie Eysenburg, a retired math and English teacher, has been an ephemera dealer for over twenty years. She uses her considerable research skills as a crossword puzzle tester for the *New York Times*. She was a contestant on Jeopardy! in 1974.

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.

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CREATING PLACES AND SPACES

Ephemera 42
Ephemera Society of America
March 17-20, 2022
Hyatt Regency Hotel
Old, Greenwich, CT

