



NEWS RELEASE

Release Date: April 26, 2005

Contact: Marnie Soom, (585) 475-6766 or mxswml@rit.edu

History Book on Color Printing Makes History

RIT publication pushes the limits of digital printing technology

In 1997, *Tempting the Palette: A Survey of Color Printing Processes* was first published to highlight the treasures of RIT's Melbert B. Cary, Jr. Graphic Arts Collection, while demonstrating the excellent reproduction quality of Xerox Corporation's ground-breaking DocuColor Digital Printing System. It was reportedly the first all-digital workflow, color publication. Now, eight years later, the book is making its second digital debut, this time into the realm of Print-on-Demand books. Through a partnership between RIT Cary Graphic Arts Press (Rochester, NY), Lulu.com (Raleigh, NC), and ColorCentric Corporation (Rochester, NY), *Tempting the Palette* will be distributed through Lulu.com's internet storefront. The books, ordered through Lulu.com, are actually produced at ColorCentric on a Xerox iGen3 digital press. *Tempting the Palette* embodies the next wave of publishing: born-digital, on-line distribution with on-demand availability.

"As the printing industry accelerates its transition from an analog to digital environment, it seems especially appropriate to celebrate the achievements of its color printing pioneers," says David Pankow, Curator of the RIT Cary Collection, and author of *Tempting the Palette*. The book is intended to make the reader familiar with the history and identification characteristics of twenty-five historic printing processes. Each process description is illustrated by vibrant color reproductions, the majority of which were photographed from rare books held at the Cary Collection.

The Melbert B. Cary, Jr. Graphic Arts Collection at Rochester Institute of Technology is a renowned resource for those studying printing history, bookbinding, typography, papermaking, calligraphy, and book illustration processes. Its holdings include over 50,000 volumes. RIT Cary Graphic Arts Press, the publishing division of the Cary Collection, is releasing *Tempting the Palette* in its current on-demand edition.

Tempting the Palette: A Survey of Color Printing Processes, second edition

By David Pankow

RIT Cary Graphic Arts Press, 2005

Perfect bound, 60 pages; color ill., 8.5 x 11 in.

ISBN 1-933360-00-3, \$30.00