Letterpress Culture: **Engendering Sustainability**

In the lifecycle of learning the craft of letterpress many people are initially motivated by *appreciation* for the art. Once they begin printing, a sense of **initiation** into the culture often accompanies the experience and moves them forward. Many decide to open a business.

At this stage *determination* motivates a need to plan and begin **operation** of the business. Once in operation, *commitment* carries them forward as they begin to run their studio.

Next, *engagement* with their community becomes essential if they are to experience the **integration** that will enable the studio to thrive long term.

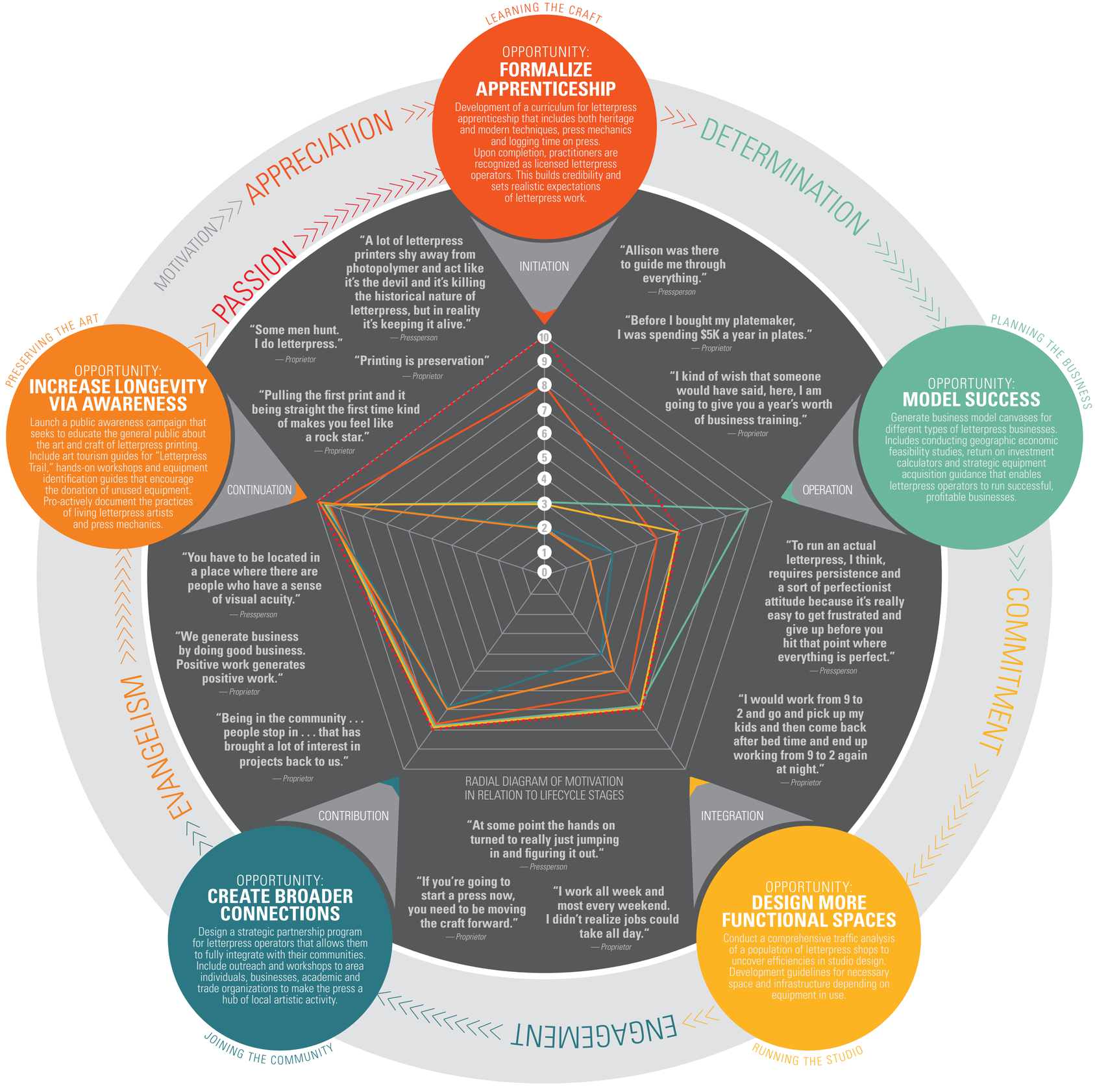
If a studio is successful in integrating itself into its community, some operators begin the work of *evangelism* of the craft as a significant **contribution** to preserving the art of letterpress.

This is manifest as a true *passion* that engenders **continuation** of letterpress and the culture that supports it.

KEY: RADIAL DIAGRAM

- Appreciation
- Determination
- Commitment
- Engagement
- Evangelism
- Passion

KEY: MOTIVATION RING

>>> Appreciation motivates Learning the Craft
>>> Determination motivates Planning the Business
>>> Commitment motivates Running the Studio
>>> Engagement motivates Joining the Community
>>> Evangelism motivates Preserving the Art
>>> Passion motivates Teaching the Craft

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COURSE: IDUS 711 METHODS OF CONTEXTUAL RESEARCH
TERM: SUMMER 2013, E-LEARNING