Architecture Book Fund Established at the University of Washington Press

The University of Washington Department of Architecture and the University of Washington Press have established the Architecture Publications Fund to support books by department faculty to be published by the Press. The creation of this fund through a lead gift of $50,000 from the Department establishes a long-term collaboration between the Press and the Department, confirming the Press's commitment to build a national reputation in architectural publishing.

The Press has a thirty-year history of publishing outstanding books on architecture and the built environment beginning with Seattle Cityscape by Victor Steinbrueck. The Press's list in architecture has produced several award-winning books for content, design, and production quality. Recently, with the inauguration of the series Studies in Modernity and National Identity, the Press has added a list on international architecture. These two areas, books that celebrate the best in Pacific Northwest architectural practice and history, and those that explore the global impact of modernism and other major intellectual forces shaping modern architecture, are the foundation on which this collaboration will be built.

While many commercial and academic presses have retreated from the high-cost arena of architectural publishing, the Press has seized the opportunity to become a major publisher in the field and to help make the University of Washington more widely recognized as a center for architectural scholarship and innovative teaching. Matching the Department's initial commitment of $50,000 will be the Press's highest fundraising priority. The fund will be managed by the Press, with allocations made by the director of the Press in consultation with the chair of the Department of Architecture. Since our collaboration was announced, we have received two major gifts from Richard and Betty Hedreen and Ann Lennartz. In addition, gifts to our annual giving drive this year not earmarked for a specific fund will be placed in the Architecture Publications Fund.

The first books to be published with support from the new book fund will be A Thriving Modernism: The Houses Of Wendell Lovett and Arne Bystrom, by Grant Hildebrand and William Booth; and Studio-At-Large: Building Green Communities at Home and Abroad, by Sergio Palleroni, the first volume in a new series Sustainable Design under the editorship of Vikram Prakash, chair of the University’s Department of Architecture.

This new fund is vital because architecture books are among the most costly to publish. Most require many illustrations, a very high standard of design and production, and significant editorial development. Publishing heavily illustrated books to the high standards of the Press, our authors, and the subjects of our books requires financing far greater than we can ever expect to receive from book sales alone. This new fund will provide the Press the stability and flexibility needed to continue to develop a distinguished list of publications in the field.
Dear Friends:

While doing research for an article about university presses in the Pacific Northwest I wrote for Open Spaces magazine, I came across a wonderful list of succinct bulleted points titled: What University Presses Do. They were drafted by a group of university press publishers to inform potential authors why they should consider publishing with a university press. However, I think they do much more than that, and I am reprinting them here (paraphrased for space) to remind us all why university presses are important, why we publish with them, why we work for them, and why we support them.

- University presses make available to the broader public the full range and value of research generated by university faculty.
- University presses extend the reach and influence of their parent institutions, making evident their commitment to knowledge and ideas.
- University presses publish the basic research and analysis drawn upon by policy makers and opinion leaders.
- University presses contribute to the variety and diversity of cultural expression at a time of globalization and consolidation in the publishing industry.
- University presses make common cause with libraries and other cultural institutions to promote engagement with ideas and sustain a literate community.
- University presses help to preserve the distinctiveness of local cultures through publication of works on the states and regions where they are based.
- University presses provide a publishing venue for research in the humanities and the social sciences that rarely receive substantial federal or corporate funding.
- University presses act as local publishing experts for faculty, administrators, and authors seeking guidance on intellectual property, scholarly communication, and the publishing process, and they provide internships for students interested in pursuing publishing careers.

One other measure of the value of university presses that I wrote about in my Open Spaces article is the following: In 2002, North American university presses published about 12,000 titles including reprints. That is almost 11 percent of the total books published that year, although university presses only accounted for about 2 percent of total book sales. During that same year, university presses garnered almost 25 percent of the book prizes awarded. By these measures, we contribute far more to the quality of American letters than to the gross national product.

In every bulleted point, substitute University of Washington Press for the generic “university presses” and the only change needed is to make the plural verbs singular. By every measure, we can be proud of our contribution to the intellectual life of our university and our region. With your support, we will continue to publish to our highest standards the best books we can find.

Sincerely,

Pat Soden
Director
The J. Paul Getty Trust, a private foundation dedicated to the visual arts and the humanities, has awarded the Press $100,000 to support publications on Asian art. The grant will allow the Press to publish outstanding books in Asian art and culture, representing the finest current scholarship interpreting the visual arts of Japan and China.

This new award is the second grant from the Getty Trust to the University of Washington Press. In 1998 the Getty Program provided $90,000 to assist in the publication of four book-length studies on North American Native art. To receive a second Getty award is unusual, and reflects both the Press’s success in publishing the books covered by our first grant, and the need for such support in the field of Asian art, where the high costs associated with producing heavily illustrated books for a small but dedicated scholarly audience cannot be supported by book sales alone. The support from the Getty Grant program will help cover the substantial costs associated with producing color and black and white illustrations, as well as special typesetting for Chinese and Japanese characters. It will enable the Press to publish these books to our highest editorial and production standards and at reasonable prices that make this research more accessible to a larger audience.

The first book to benefit from Getty support will be published in Fall 2003. Chikubushima: Deploying the Sacred Arts in Momoyama Japan by Andrew Watsky, associate professor of history at Vassar College, illuminates shrines on a sacred island north of the ancient capital of Kyoto. The book documents how secular rulers in Momoyama Japan (1568-1615) used religious patronage as a means of advancing both political and artistic objectives.

In June 2003 the Seattle chapter of the American Institute of Architects awarded the University of Washington Press its 2003 Allied Organization Award. In placing the nomination before the AIA Seattle Board of Directors, Honors Committee Chair David Miller, stated, “Throughout its history, the UW Press has has helped disseminate Northwest intellectual and artistic culture through thoughtful publications. Over the last two decades, Press titles have included some cornerstone works for the design community. Miller commended the Press as “a valued partner in telling the story of place.”
Publishing reference books is one of the core missions of a university press. But they can be years in the making, require extensive updating, and are particularly expensive to produce. An outstanding example of a reference work that serves both the professional and general public was published by the Press in Fall 2003 with the generous support of a creative partnership of individuals and organizations. Inland Fishes of Washington was originally published in 1979. At the time it represented the first regional book on Washington fishes that was readily accessible to the general public. Upon publication the book found a ready market ranging from sports fishermen to students to professional biologists and environmental scientists. Over the years it slowly but steadily sold almost 10,000 copies. It was extensively used by biologists in conducting research and managing fisheries in freshwaters of the Pacific Northwest, and became a standard reference in regional ichthyology. The book remained in print for over ten years.

As copies of the first edition disappeared, the Press was regularly queried by people trying in vain to locate a copy. The volume was difficult to find in the world of used bookstores. We received numerous requests for permission to reproduce illustrations or selected text. We also learned that available copies were hot items on the email listservs used by government agencies or environmental consulting firms, and fisheries students.

In light of the demand and the need to update the information, the authors of the first edition began the enormous task of compiling the most recent data on the inland fish of Washington. Before his retirement, Richard S. Wydoski devoted a forty-year career to the U.S. Fish and Wildlife Service, and taught at the University of Washington and the University of Utah. Richard R. Whitney is professor emeritus of fisheries at the University of Washington. In addition to their own expertise, the manuscript they eventually brought to the Press was peer-reviewed by more than a dozen people employed by the Washington Department of Fish and Wildlife, the U.S. Fish and Wildlife Service, the U.S. Geological Survey, two universities, and a Washington tribe.

The book had grown in size and scope. From 252 pages in a 6 x 9 format, the new manuscript fills nearly 400 pages in an 8 x 10 format. Although the cost of publishing an affordable book of this length and complexity was daunting, this was not a manuscript we could cut without destroying its value. Publishing it to the standard of excellence it deserved required financial assistance.

The fundraising effort to support this publication grew into a creative partnership with several organizations. First and foremost, the American Fisheries Society joined us as a copublishing partner, contributing valuable time and labor to the design and layout of the book. Public Utility District #1 of Chelan County, the Weyerhaeuser Company Foundation, the Upper Columbia Area Office of the U.S. Bureau of Reclamation, and the Washington Department of Fish and Wildlife all contributed to a project they knew would greatly benefit their professional staff for years to come. In addition, two private foundations – the Hugh and Jane Ferguson Foundation and the Mark and Barbara McIntosh Family Foundation – as well as other individuals contributed generously.

The new, updated, and greatly expanded edition of Inland Fishes of Washington describes all the known native and introduced fishes found in freshwater habitats of Washington State, including most of the fishes of Oregon, Idaho, and British Columbia. Including more than 100 color illustrations and 70 distribution maps, it represents the best investigative work being done today by biologists and researchers across the country.

We are proud that the publication of Inland Fishes of Washington will not only enhance the reputation of a university with a prestigious fisheries department, but will serve the interests of professionals and the general public across the region for years to come.
The Espy Literary Foundation mourns the passing of trustee Donald R. Ellegood, who died at the age of 78 on January 7, 2003, after suffering a heart attack while playing tennis. As a founding board member of the Espy Foundation, he had a major impact on the direction and development of its programs. Said Foundation president Polly Friedlander, “It is impossible to express the depth of my affection, respect, and appreciation for Don’s many contributions to the Espy Foundation. We all feel an enormous sense of loss, and we miss him every day.”

Don was the director of the University of Washington Press for 33 years and his influence on literature, art, history, and other areas was profound and lasting. He was responsible for the publication of thousands of books, and was the first person to publish the works of renowned photographer Imogen Cunningham. In 1988, he published the first major book on painter Jacob Lawrence. As reported in the Seattle Post-Intelligencer, the UW Press “is today one of the top 20 academic publishers in the U.S. in sales and numbers of titles.”

James Townsend, Professor Emeritus, Political Science and International Studies, at the University of Washington, has recently contributed a major collection of several hundred UW Press publications to the Willard Espy Library in Oysterville. It is a representative sample of all the Press’s publications during Professor Townsend’s years of service on the UW Press Committee, which coincided with much of Don Ellegood’s tenure there. Professor Townsend considers his association with the UW Press to be among the most rewarding experiences of his academic career, and his gift is in honor of Don.

In a previous issue of Excerpts, we reported the loss of our director emeritus Donald R. Ellegood. The following tribute to Don, a founding board member of the Willard R. Espy Literary Foundation, is reprinted from their June 2003 newsletter. The Espy Foundation is a non-profit organization based in Oysterville, Washington, and dedicated to advancing and encouraging the literary and linguistic arts.

In addition to Don Ellegood, we lost three other great friends of the Press in 2003:

Trevor Brown (1926-2003) represented the Press in the United Kingdom and the Continent for more than 15 years. He was the reason that we put London beside Seattle on the title pages of our books. Trevor knew that British and Continental scholars wanted access to American university press books, and he created the means through which we could reach these critical markets. In addition to being a consummate salesman, he will be remembered for his kindness, warmth, and extraordinary wit.

Leila Charbonneau (1933-2003) began her work at the University of Washington as editor of The Slavic Review. After retiring from The Review she began freelance copy-editing for the Press and over the past twenty years she edited about eight manuscripts per year. She was an editor par excellence, with an eagle eye and a wonderful ear for language. Authors who worked with her knew her to be meticulous, very well informed, interested in their subjects, and always gracious.

Gordon White (1922-2003) was a founding partner of Hand Associates, the group of dedicated sales representatives who have represented the Press to booksellers on the West Coast for almost 30 years. Gordon was a great bookman. He was opinionated, stubborn, generous, and loving, but most of all, he had a wonderful talent for connecting readers with books. His advice, counsel and friendship will be missed by all of us.
Collaborations

The University of Washington Press partners with institutions across the region and around the world to publish significant and complex books that reflect our mutual interests. These partnerships enhance our reputation as a leading publisher in several fields. Here are a few examples of our co-publishing partners in 2003:

American Fisheries Society, Bethesda, Maryland

Autry Museum of Western Heritage
Jewish Life in the American West by Ava F. Kahn et al.

Center for Documentary Studies at Duke University
Lewis & Clark Revisited: A Photographer’s Trail by Greg MacGregor

Center for Water and Watershed Studies, University of Washington
Restoration of Puget Sound Rivers edited by David R. Montgomery, Susan Bolton, Derek B. Booth, and Leslie Wall

International Council for the Exploration of the Sea
The Sea Knows No Boundaries: A Century of Marine Science under ICES by Helen Rozwadowski

International Quilt Study Center, University of Nebraska-Lincoln
Wild by Design: Two Hundred Years of Innovation and Artistry in American Quilts by Janet Catherine Berlo and Patricia Cox Crews

Museum of Glass: International Center for Contemporary Art, Tacoma
The Inner Light: Sculpture by Stansislav Libensky and Jaroslava Brychotova by Robert Kehlmann; Sounds of the Inner Eye: John Cage, Mark Tobey, and Morris Graves by Wulf Herzogenrath et al.

Museum of Northwest Art, La Conner, Washington
Clayton James by Vicki Halper

Nuclear Threat Initiative, Inc., Washington, D.C.
Cornerstones of Security: Arms Control Treaties in the Nuclear Era by Thomas Graham Jr. and Damien J. LaVera

Pasadena Museum of California Art
Yun Gee: Poetry, Writings, Art, Memories edited by Anthony W. Lee

Peabody Museum of Archaeology and Ethnology, Harvard University
Arts of Diplomacy: Lewis and Clark's Indian Collection by Castle McLaughlin

Tacoma Art Museum
Never Late for Heaven: The Art of Gwen Knight by Sheryl Conkelton and Barbara Earl Thomas; Northwest Mythologies: The Interactions of Mark Tobey, Morris Graves, Kenneth Callahan, and Guy Anderson by Sheryl Conkelton and Laura Landau

Walter Chapin Simpson Center for the Humanities, University of Washington

Washington State Jewish Historical Society
Family of Strangers: Building a Jewish Community in Washington State by Molly Cone, Howard Droker, and Jacqueline Williams

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Press Board News

Nanhee Hahn, vice-chair and member of the University of Washington Press Development Advisory Board since 1990, has agreed to serve a three-year term as chair of the Board. Nan and her husband, Bill, have been among the most enthusiastic supporters of the Press. She succeeds Michael Burnap who chaired the Board through the completion of our last National Endowment for the Humanities Challenge Grant.

Serving as the new vice-chair is Ruth Eller, trustee of Washington Humanities and a Henry Art Gallery docent. Joining the board is Bob Thurston, who commutes between Oysterville and Seattle, owns the Inn at the Market, and has wide interests in the literary and artistic community in our state.

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