PROPOSAL for 54 IC Conference in Wuppertal Germany, 18-20 September 2023

1. **Presenter**
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3. **Biography**
    Dr. Ken Macro is a professor in the Graphic Communication Department at The California Polytechnic State University in San Luis Obispo, California. He leads courses in management (production, operations, human resources), marketing and sales, and entrepreneurialism. He specializes in innovative product development, Lean manufacturing, knowledge management, and epistemology. He is an avid bibliophile and has an affinity for print history and incunabula. He has started four small businesses and has held various leadership roles in the graphic communication and healthcare industries.

4. **Keywords**
    Letterpress printing, Joseph Moxon, Mechanick Exercises, Print House Chappel Rules

5. **Title**
    Swearing, Fighting, Three Letters and a Space: Joseph Moxon and Printing House Chappel Rules

6. **Abstract**
    Joseph Moxon's second volume of *Mechanick Exercises: or, the Doctrine of handy-works Applied to the Art of Printing* (1683) is the first essential written standard operating procedure manual for letterpress printing and production protocol for the printing business of the times. A resident printer in London, and a renowned member of the Royal Society of London, Moxon assisted in bringing an enhanced awareness of the complicated art, tasks, and duties surrounding letterpress printing to the public. Along with this, he provided further insight into the establishment of community amongst the dedicated workers of the print house—including the rules of the chappel. This short seminar will investigate these rules further and report on the contemporary effects they have had on the student curators who operate a current student-run letterpress museum on the Campus of Cal Poly—without any remuneration of *solace*.