

ABOUT TYPWRITERS by L. A. MARLER

These graphic photos of manual typewriters are nostalgic to many people, especially those with a connection to writing. Whether you are a professional writer, closet poet or simply have memories of those times and that unique writing process, these vintage machines are symbols of communication, letters, books, stories, commerce and life.

I picked a few favorites off the shelves of dad's collection to reinvent. Some colorized with playful captions, photographs evolved into contemporary art of low-tech origins!



Typewriter Pop Art series is widely popular with young teenagers and 80 year olds for different reasons. The texting Teens think they are cool but not sure how it works. The immediate cause and effect of striking the key and seeing the impression intrigues some. Recently there has been a movement by writers back to the typewriter since there is a certain process that commands a train of thought. The distractions of multi-functional computers is removed! Many people have their own typewriter story they want to tell me. A woman told me that typing is how she achieved their first job in the business world. All the stories are positive and warmly sentimental.

Backstory about the Artist's Love of Typewriters

During World War I, in the Army, my grandfather learned how to repair typewriters. When he returned home, his wife and he started a business in the basement of their home. He also was a Sales Manager for Royal typewriters in the midwest. Once their boys matured, Tom and Larry Jr. worked in the business selling and repairing more brands and ribbons, and of course, collected typewriters. Mostly the collection grew from trade-ins. The youngest son, George was best at repairing equipment. They all supported their families while growing the office machine business.

As a child, I worked as needed in the letter shop. We had a dozen Auto-Typists arranged in a u-shape in the back of the store. I would roll a clean sheet of letterhead into the machine and press the On button. Then roll my chair to the next one and do the same. These Auto-Typists worked off a perforated roll of paper just like the unattended piano played music. (More later!)

My father, Larry Jr. was very proud of the small family business. As I became a senior in college, he very much wanted me to take it over. Although I was very creative and not really interested, nor qualified to forge the computer age. Also the Super stores in the early 80s began selling cheap word processors. It changed the value added quality of investing in a durable tool from a person that would demonstrate thoroughly and "stand behind it." My sister, Laura, has kept the business open with her spouse. Victor is the repairman who was trained by Uncle George! Dad had a hard time accepting my choice of another path.

Los Angeles had the warm climate and creativity I craved. Uncle George was there and I really liked it as a teenager. Always having a love for ink and paper, authors and artists, I worked in advertising, and printing, graphics and finally photography... When I visit my parents in Ste. Genevieve, I entertain myself with my camera. There is a barn and cellar full of these wonderful old machines. From it has emerged my artwork, Typewriters.

This is my way of connecting with the family business and really enjoy it.

News Release

For Immediate Release

Pop Art Exhibit Celebrates Manual Typewriters

Nostalgia Meets 21st Century Graphics in “TypoWriters,” Louise (L. A.) Marler’s Stunning Giclées, Featuring New Works, to Debut September 1, 2012 at Beyond Baroque

Venice, CA – August 16, 2012

The lost and nearly forgotten manual typewriter comes alive in vivid colors and large-format fine art prints through the artful eyes and hands of Louise (L. A.) Marler, in an exhibition at Beyond Baroque opening September 1, 2012, 4-6 pm.

About 20 of Marler’s visually arresting works, including half-a-dozen never-before-seen images, will be on display throughout the month of September at the well-known Literary Art Center / bookstore on Venice Boulevard.

“These works are a celebration of manual typewriters,” explains Marler. “Pop art renderings of old-school technology transform solid black metal into colorful shapes with playful and captions. Also extracted images of the machine keys are converted into visually appealing circular wall art for fun and poetic statements.”

Louise Marler grew up in an office equipment business that had evolved out of typewriters, and expanded into a love of printing and communication. Using an ultra-modern graphic vocabulary she transforms simple photographs of typewriter brands such as Corona, Mercedes, Hammond, Blickenderfer, Royal Bar-Lock and Underwood into pop-art insignias of bygone technology.

“The shapes and mechanics are very interesting,” says Marler. “In an abstract way, they remind me of ‘smiley faces,’ with engaging geometric symmetry as well as functionality.”

It’s impossible to view these “striking” images without experiencing a combination of cheerful, but tearful nostalgia for these rhythmic, iconic relics of communication history that hearken back to the Industrial Age.

Marler’s intent is to bring these antiquated sentiments forward in contemporary statements. Her artwork creates magnified beauty from familiar matter.

While the show continues, the venue will be utilized for a “Type-In,” a gathering of people and manual typewriters for an afternoon of fun, creativity, and exploration of the “key” aspects of typewriting. The “Type-In” is schedule for September 23rd, 2012, 1-5 pm at Beyond Baroque.

In addition to the art exhibit, it will feature Poets on Demand using the vintage typewriters to create custom poems for visitors, as well as typewriter-related films, typewriter repairmen, vintage typewriters for public use, food, beverages, and possible surprise guests. This event will be Free and Open to the Public. (Details: TypewritersAreSexy.com)

Background

Louise (L.A.) Marler is a Santa Monica-based, full-time artist who incorporates nostalgia, technology and sustainability into her art. She is known nationally for *Oil is History*: images of junkyard cars, promoting alternative fuel autos and transportation. (Details: OilisHistory.com)

Marler's work has been featured on *Two and a Half Men*, *Curb Your Enthusiasm*, *The Mentalist*, *Criminal Minds*, *Reba*, *Bernie Mac*, *Rules of Engagement*, *Hawthorne*, *The Newsroom*, *Bratz – the movie*, and *Friends with Benefits*, plus *The Typewriter (In the 21st Century)* in which Louise Marler appears.

Details

Where: Beyond Baroque Literary/ Arts Center, 681 Venice Blvd., Venice, CA.
www.BeyondBaroque.org.

When: Art Opening September 1st, 2012, 4-6 PM; Type~In on Sept. 23rd 1-5pm.

The Artist: Louise (L.A.) Marler

The Events: Art Opening, approximately 20 graphical works, including several new pieces. Type~In is a multi-media, interactive celebration and education including films, machines to use, writers, repairmen as well as art and merchandise for sale.

Sponsors: Whole Foods, and more

#

Media Contact:

Robert Moskowitz, Crown Communications Group

1-818-613-7348

Robert@CrownCommunications.net

Editors: Ms. Marler is available by appointment for selected interviews.



Jim Murray Memorial Foundation
Enriching the lives of future sports journalists

Official Gift Receipt

June 26, 2015

Louise A. Marler
3000 Airport Ave., Suite B
Santa Monica, CA 90405

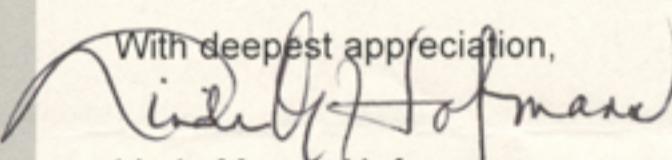
Dear Louise:

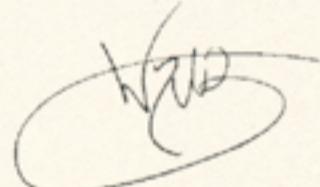
On behalf of the Jim Murray Memorial Foundation (JMMF), we send heartfelt thanks for your \$150.00 donation, check #1707, on 4.14.15 as a result of sales of your art, "Famous TypOwritters", which is based on photographs of Steve Soboroff's Typewriter Collection.

Louise, your support of the JMMF journalism scholarship program enriches the lives of the next generation of sports journalists while perpetuating Jim Murray's great legacy. For that, we are extremely grateful to you.

For your tax records, the JMMF Federal Tax ID number is #94-3331025.

With deepest appreciation,


Linda Murray Hofmans
Founder / CEO


William R. McCoy
President

Bcc: Steve Soboroff

P.O. Box 60753, Pasadena, CA 91116

Ph: 310-770-4547 or 213-631-0379

E: Murrayscholars@aol.com • www.jimmurrayfoundation.org

•This Week•

Works celebrating manual typewriter to exhibit at Beyond Baroque

An exhibition of works by Santa Monica-based artist Louise "L.A." Marler, celebrating the manual typewriter, will open at Beyond Baroque in Venice Saturday, Sept. 1.

Approximately 20 of Marler's works, including half a dozen never-before-seen images, will be on display throughout September at the literary arts center. The opening reception is scheduled from 4 to 6 p.m. Sept. 1 at Beyond Baroque, 681 Venice Blvd., Venice.

"These works are a celebration of manual typewriters," explains Marler. "Pop art renderings of old-school technology transform solid black metal into colorful shapes with playful captions. Also, extracted images of the machine keys are converted into visually appealing circular wall art for fun and poetic statements."

Marler noted that she grew up in an office equipment business that had evolved out of typewriters, and the experience expanded into a love of printing and communication. In the exhibit, simple photographs of typewriter brands such as Corona, Mercedes, Hammond, Blickenderfer, Royal Bar-Lock and Underwood are transformed into pop-art insignias of bygone technology, Marler says.

"The shapes and mechanics are very interesting," said Marler. "In an abstract way, they remind me of 'smiley faces,' with engaging geometric symmetry as well as functionality."

While the show continues, the venue will be utilized for a "Type-In," which Marler calls a gathering of people and manual typewriters for an afternoon of fun, creativity, and exploration of the "key" aspects of typewriting. The event is scheduled from 1 to 5 p.m. Sept. 23 at Beyond Baroque.

Here's my story.



BEYOND BAROQUE in Venice will host an exhibition of works by Louise "L.A." Marler highlighting the manual typewriter.

In addition to the art exhibit, it will feature "Poets on Demand" using the vintage typewriters to create custom

poems for visitors, as well as typewriter-related films, typewriter repairmen, vintage typewriters for public

use, food, beverages, and possible surprise guests. The Type-In will be free and open to the public.

Unplug & Reconnect @ **VENICE** **Type~In**

TypewritersAreSexy.com

FUN for ALL ages.



Sunday, September 23rd, 1-5 pm

Come out to Celebrate and Write On manual typewriters for **Free!**

Watch 2 films • Request a typewritten personal poem • Buy, sell or trade machines, repairs & supplies • Get TypoWriter fine art, t-shirts & notes

Use John Lennon's, Ray Bradbury's, or Orson Welles' typewriter for \$100 donation

Beyond Baroque, 681 Venice Blvd., Venice, CA 90291



Winner of "Use of John Lennon's Typewriter"



LA Poet Rick Lupert provides free poems to fans

WORD.



Wall Word Play at Venice Type-In, Beyond
Baroque - 2012

WORD.



Wall Word Play at Venice Type-In, Beyond Baroque - 2012

WORD.



Wall Word Play at Venice Type-In, Beyond Baroque - 2012

HOMES & GARDEN

KEYS TO SUCCESS



Fine art prints using images of typewriters — or just their keys — are part of the TypoWriters and AlphaBits series created by graphic designer Louise Anne Marler.

Fascination with typewriters

becomes the write stuff

for creative venture

By Sandra Barrera Staff Writer

In an old hangar at the Santa Monica Airport, Louise Anne Marler, a graphic designer who specializes in pop art-style imagery of vintage manual typewriters, is showing off her next subject — a Bing No. 2 compact portable.

This relic of 1920s German ingenuity was a gift from her father.

"He has a cellar and a barn full of these things," says Marler, recalling how her dad's collection would spill over into different rooms of the house and become part of the décor as she was growing up. But that was before the word processor and personal computer brought an end to the typewriter.

In fact, of all the machines destined for the history books the manual typewriter should probably top the list. But like vinyl records and Polaroid cameras this once ubiquitous technology is capturing the imaginations of young and old with its simplicity.

Call it a push back against technology. "The typewriter does one thing and it does it well: It types," says filmmaker Gary Nicholson, who documents the trend in "The Typewriter (in the 21st Century)." It opens in select theaters and film festivals starting in September, including a screening at 4 p.m. Sept. 1 at Beyond Baroque Literary/Arts Center, 681 Venice Blvd., Venice — www.beyondbaroque.org.

The film, directed by Christopher Lockert, explores the trend from the viewpoint of typewriter repairmen, high-end collectors, teachers, journalists and students.

"A lot of people think it's just the hipsters using typewriters but what I found is it's a lot of tech people," Nicholson says. "We feature one programmer who talks about how the power went off one day while he was in the middle of writing

code, trying to figure out a function, so he just started typing up code on his typewriter."

The film also showcases bloggers who type their posts the old-fashioned way, scan the page into the computer and upload it to their blog, authors who derive inspiration from the rhythmic clacking of keys and other enthusiasts who converge in public spaces for type-in gatherings.

"There's this level of thought that writers are returning to the manual typewriter because they can focus on the flow of their story without the distractions of the computer," says Marler, who is featured in "The Typewriter" movie and behind a type-in at Beyond Baroque on Sept. 23, starting at 1 p.m.

As part of the event, she'll showcase her film also shows bloggers who type their posts the old-fashioned way, scan the page into the computer and upload it to their blog, authors who derive inspiration from the rhythmic clacking of keys and other enthusiasts who converge in public spaces for type-in gatherings.

Her ever-growing TypoWriters collection features graphically altered images of such typewriter brands as Corona, Royal Bar-Lock and Underwood.

They come from her parents' rural Midwest house.

When she visits, Marler entertains herself with her digital camera, photographing the working-class typewriters that her father — a second-generation office equipment salesman, who's now retired — continues to amass.

She Photoshop each image, eliminates the background and plays with the color. She comes up with brief captions like "Here's my story," "Ghost Writer" and "Love Letters" to accompany each piece.

In her AlphaBits series, she zeroes in on the keys as pop fonts that can be

arranged to spell words.

Marler caters to writers but she's seeing her audience grow as new generations discover the typewriter.

"A girl came in with her mom and wanted 'You are my type' as her graduation gift," she says. "I said, 'Are you a writer?' She said, 'No!' She just liked it. Because the kids don't know what these are they're really fascinated by them."

Antique and secondhand stores, eBay and online retailers are also feeding the demand with actual typewriters — especially pre-1960s Ernest Hemingway style and sleek, ultraportable models that sell from \$25 to \$200, depending on their condition.

"I had a couple buy one last weekend for a 50th anniversary party so people could write messages on a typewriter," says Rick Johnson, who owns the Sherman Oaks Antique Mall — www.soantiquemall.com — where interest in vintage manual typewriters is gaining momentum, especially among the young.

And so the store, which also supplies Hollywood set decorators with props, makes it a rule to keep these machines in stock to meet the demand.

"A trend is happening but it's not why I'm doing this," says Marler, who chuckles at the response her art used to get from friends just five years ago.

"Really, Marler: Typewriters?"



David Crane Staff Photographer
Marler, above, with her pop-style art, is featured in the upcoming documentary "The Typewriter (in the 21st Century)."

Love Letters



THE CHALET
509 W AVE 44 LOS ANGELES, CA 90065

Clay Allen
509 W Ave 44
Los Angeles Calif 90065

Anne
Louise Anne Marler
3000 Airport Ave, Studio B
Santa Monica Calif 90405

September 20, 2012

Dear Ms. Marler,

I found your Venice Type-In flyer in US Business Machines in Highland Park, where I was taking my Selectric for repairs and cleaning. I wanted to tell you what a great idea I think this is and that I'm sorry I won't be able to join you there. It's a busy time for me, with two small children and living on the northeast side of town. I guess living on the northeast side of town has not a whole lot to do with being busy, but such are the roads a typewriter will send you down. It's nice to know that this will be sent to someone who understands.

Also, if you ever need help putting on a similar event on this side of town, I would be glad to offer any help. I do this entirely selfishly, of course, because I love typewriters and will do whatever I can to ensure that there will be mechanics and ribbon for a long time to come.

Good luck with the type-in, and best wishes and happy typing!

Signed, your friend,

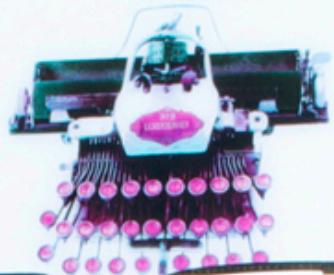


Clay Allen

PS Was that you that one day at the Hollywood Farmers Market offering typed poems of any length? If so, I'm sorry that I didn't take you up on that deal. Mistake on my part.

PPS This letter was typed on a Sears Tower III, if that's of any interest. It's probably not, but of all the letters I write on it, this seemed the only appropriate ~~for~~ one to give it a proper shout-out.

"G" is my key.





News Release

For Immediate Release

“Unplug and TypeIn” LA Marler Invites You To

Celebrate the National Day of Unplugging

Louise (LA) Marler’s New Artwork “Famous TypOwritters,” to Debut

March 8, 2014 at LA Marler Studio & Gallery

Santa Monica, CA – February 26, 2014

Before Posting, Tweeting, Texting and Blogging, there was the manual typewriter - an iconic relic of our communication history that reminds us of the Industrial Age. In celebration of the National Day of Unplugging, local designer-photographer Louise (LA) Marler will open her Santa Monica Airport art studio to host a unique and creative destination. “Unplug & TypeIn” on March 8, 2014, from 12-4 pm. This event is Free and Open to the Public.

“Unplug and Type-In” is a live art installation and hand powered pow-wow, for those seeking to “unplug” from their digital devices. “Unplug and Type-In” invites guests to sit down and reveal to themselves the beauty that comes forth when sharing your own stories, as inspired by the use of a manual typewriter. Experience this unique method of artistic expression. Bring your poetic thoughts, unwritten musings and words left unsaid and we’ll help you “Tell Your Typewriter Story.” If you’ve got writer’s block, no worries, a ghostwriter will be on hand to give you a little help “strike” it up.

L.A. Marler’s Art Studio will be transformed for one day to host a “Type-In,” a gathering of people and manual typewriters for an afternoon of fun, creativity, and exploration of the “key” aspects of typewriting, featuring vintage typewriters for public use, ghostwriters and to create custom poems for visitors, as well as, typewriter repairmen, Wall Word Play photo booth, typewriter video and music.

This is an “Unplugged” community meet-up, open to all ages, for whoever wishes to express their ideas freely - play. This signature event is an interactive celebration and educational program. Bring the whole family, “Unplug and Type-In” and revel in the nostalgia that is created when you go manual! Our typewriters will not require electricity, so the event is “unplugged,” and promotes the idea of abandoning our dependence on modern technology and energy by returning to the basic ritual of manpowered expression. Wall Word Play photos will integrate “I Unplug to _____!” Guests will use typewriter key props to fill in the blank, and share fun statements about how and why they “unplug.”

- Type your own letter, poem, or whatnot.
- Bring your overdue Thank You notes and let Erica Di Bona of ArtofThankYou.com help you (get) Type it out!
- Request Topacia Althaus of Poem Corner, type a poem just for you.
- Join the Word Play Photo Booth and enter our Raffle for typewriter inspired gifts.
- See "Famous TypOwriters," new art featuring the personal writing tools of Ray Bradbury and Orson Welles!
- Ask Ermanno of Star Office Machines or Ruben or US Office Machines, about supplies or repairs for your machine.
- Relish the memories, history and Tell Your Typewriter Story (on video if you want.)

Guests will also get to enjoy renown LA Marler artwork, TypoWriters, which Marler describes as “Pop Art renderings of old-school technology.” She blends photography with her two decades of graphic arts and fine printing in this community for a super colorful and inspirational art series. The Famous TypOwriters is slightly different with statements of the Authors whose typewriter she photographed. Researched and personalized for the beloved writers.

“In keeping with my environmental philosophy on the awareness of energy consumption, as explored in my 2006 *Oil is History* campaign, I felt it was important to keep the culture of the manual typewriter

alive and to bring awareness to the National Day of Unplugging, this is our way of sharing with the younger generation the importance of preserving these machines and the history that lives thru them," explains LA Marler.

Her artwork creates magnified beauty from familiar matter; Marler will debut her latest collection of fine art prints produced with the exclusive permission to photograph Steve Soboroff's Famous Authors' typewriters. This series will feature art based on the typewriters of Orson Welles and Ray Bradbury.

Background

Louise (LA) Marler is a Santa Monica-based, full-time artist who incorporates nostalgia, technology and sustainability into her art. Louise Marler grew up in an office equipment business that had evolved out of typewriters, and expanded into a love of printing and communication. Using an ultra-modern graphic vocabulary she transforms simple photographs of typewriter brands such as Corona, Mercedes, Hammond, Blickenderfer, Royal Bar-Lock and Underwood into pop-art insignias of bygone technology, in her collection *TypOwritters*. LA Marler is known for *Oil is History*: images of junkyard cars, promoting alternative fuel autos and transportation. (Details: OilisHistory.com) Marler's work has been featured on *Two and a Half Men*, *Curb Your Enthusiasm*, *The Mentalist*, *Criminal Minds*, *Reba*, *Bernie Mac*, *Rules of Engagement*, *Hawthorne*, and *Friends with Benefits*, plus *The Typewriter (In the 21st Century)* in which Louise Marler appears.

Details

Where: LA Marler Studio, 3000 Airport Avenue, Studio B, Santa Monica, CA. www.lamarler.com

When: March 8th, 2014, 12-4 PM

The Artist: Louise (LA) Marler

The Event: A Type~In is an unplugged and interactive celebration of all things typewriter including: vintage typewriters for use, typewriter mechanics to buy-sell-trade-get supplies, creative writing, poetry, as well as history, education and TypOwriter art and merchandise for sale.

Media Contact: Louise Marler, 310-449-4477

Unplug & Type-In

IT'S FREE

and FUN for ALL ages.



L A Marler Studio
3000 Airport Avenue,
Santa Monica, CA 90405
310-204-0452

Saturday, March 8th, 12-4 pm

Learn about the history and mechanics of typewriting.

Buy, sell or trade machines, get repairs & supplies.

Have a Ghost Writer type a poem or letter for you.

TypOwriter art & gifts, Photo Booth and Raffle.

Feel the keys, find your rhythm and write!

WORD.



WORD.



B
E
A



THE
W

L.A. MARIE

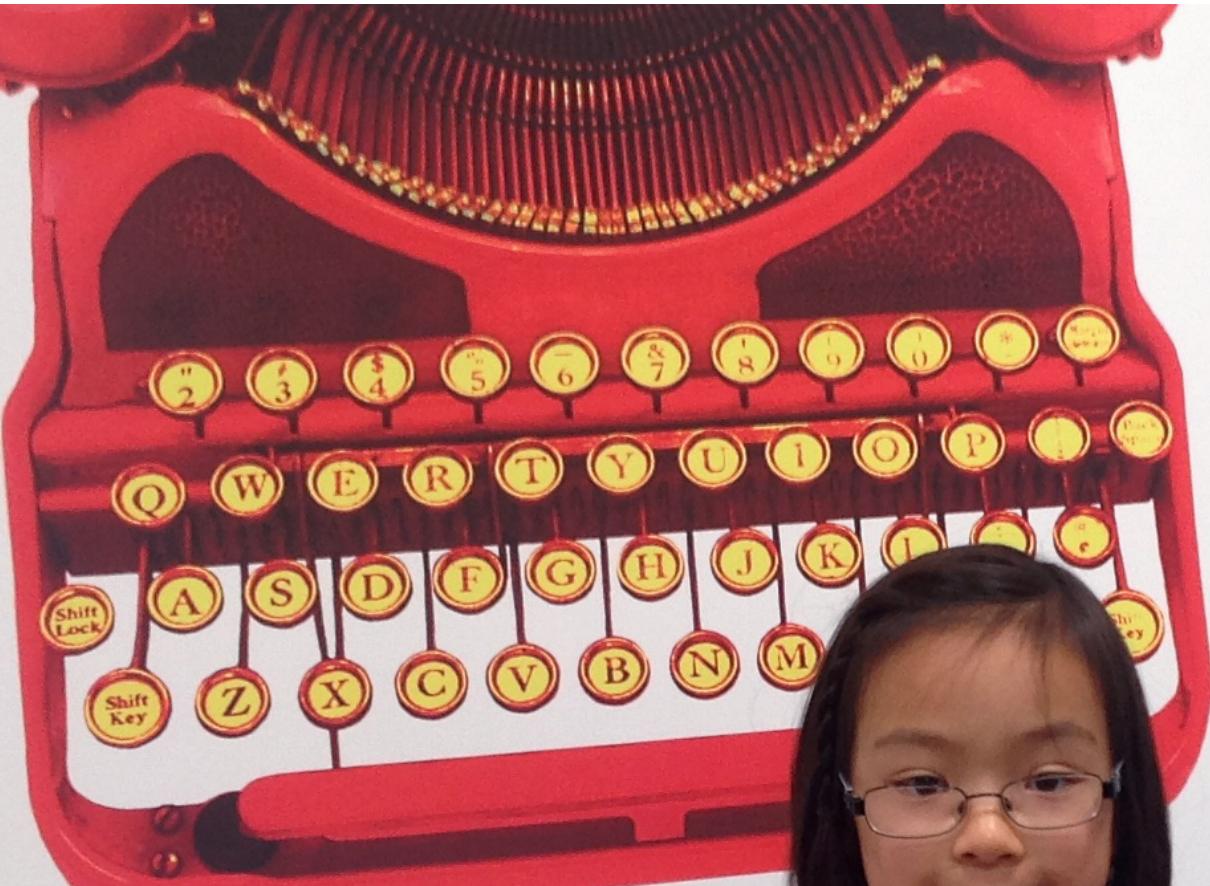




WORD.



C R E A T I V E



LUCKY

WORD.



P R E S E N T















Here's my story.



Here's my story.





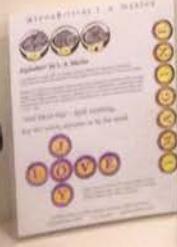
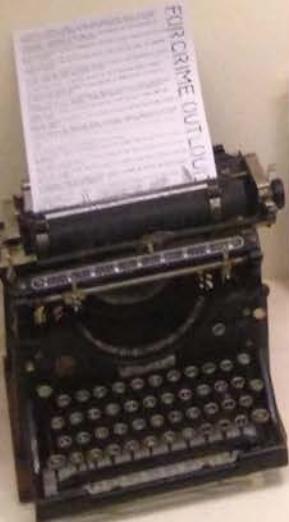
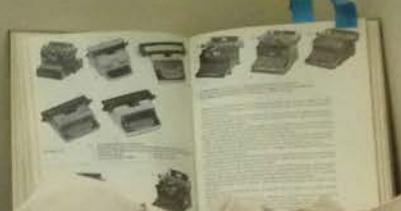
dear louise,

thank you so much for such a lovely type in.
and sharing all of your typewriters.

sincerely,

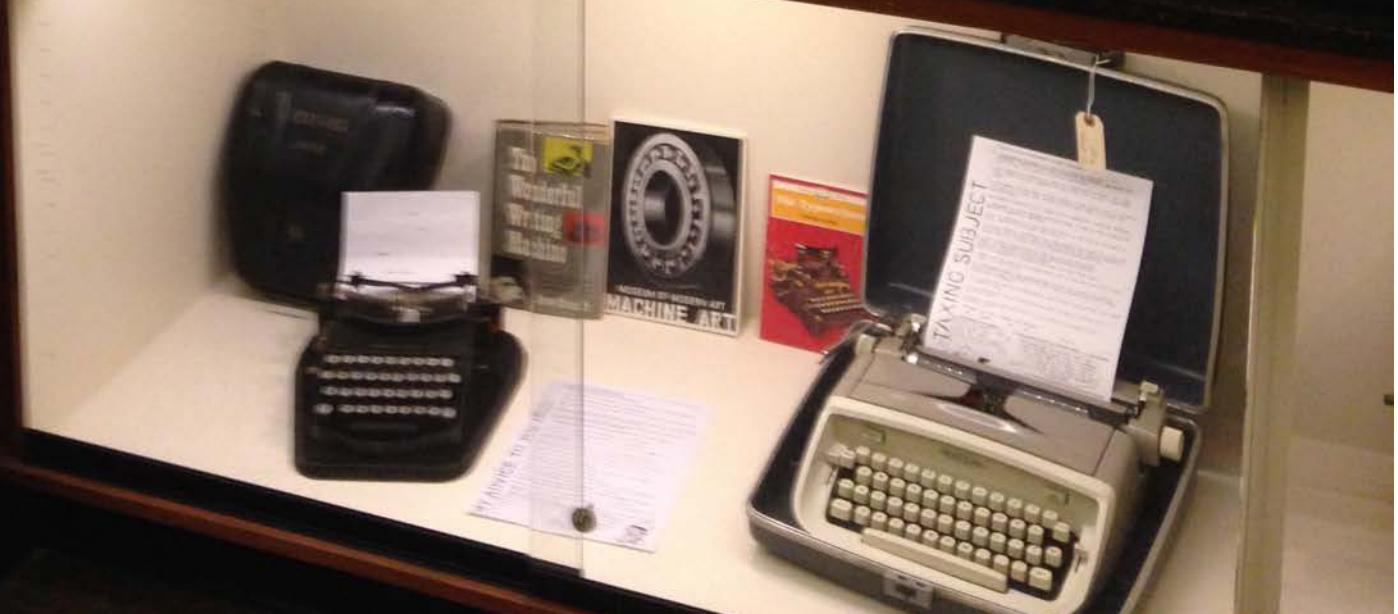
ashley hackshaw
fellow typewriter enthusiast

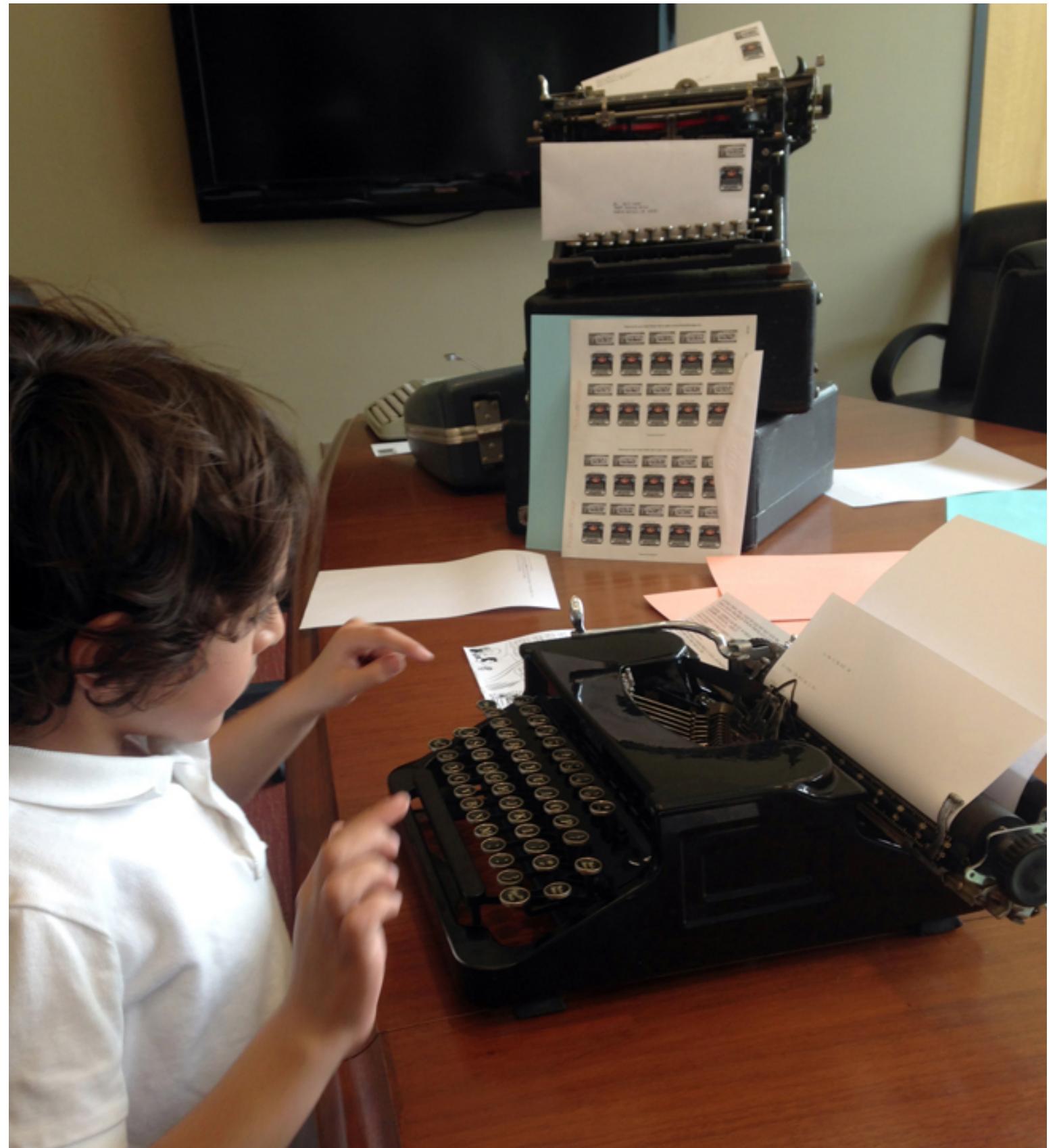




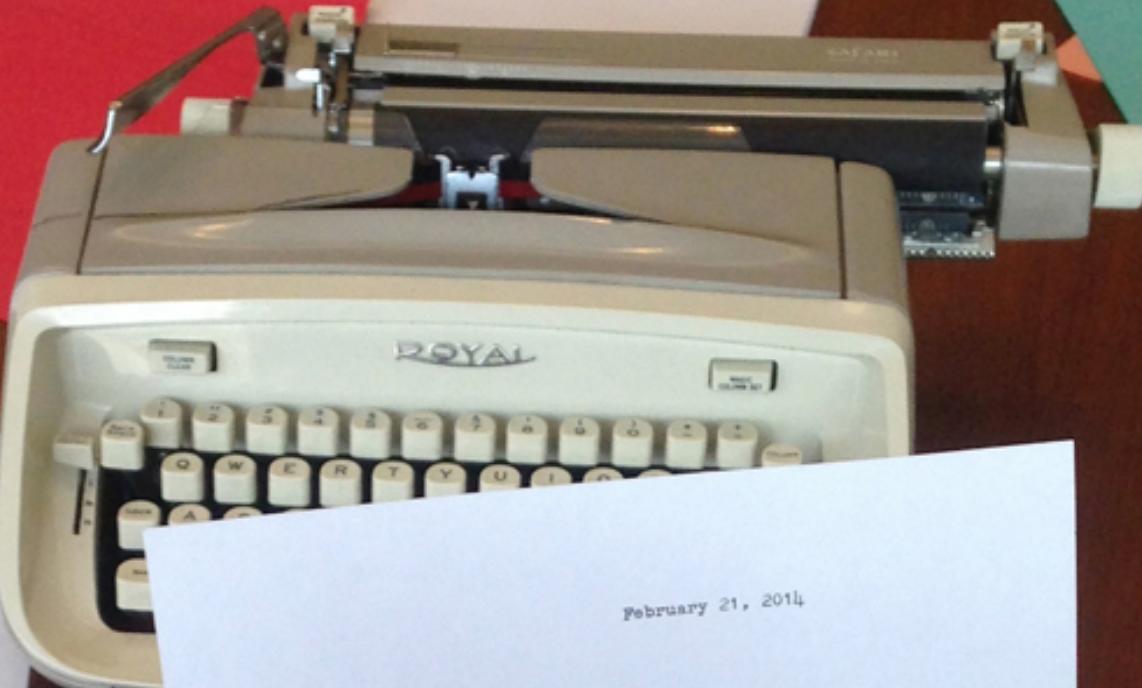
ART EXHIBIT

TYPO WRITERS





thanks for the type in you are nice where do you live?
I really like the typewriters you really made me happy I came here
today to type! sincerely ryan



February 21, 2014

My dear John:

I am sitting here thinking of you and wishing you were here. Using this old typewriter takes me back many years and it is amazing to be on board again although my fingers are not as loose as they used to be.

Like us, age moves on but to think young again is a boost to my morale. I know you can speed type on your computer and this would drive you crazy. There has been a lot of inventions since I typed on this machine. I think our generation was very brilliant thinking of all the new machines for the younger generation to take for granted. They thought we were dumb but in fact, we were the smart ones. We made life easy for them.

Anyway, my love, sitting here reminiscing on the past. I want you to know how happy you have made me when you came into my life 12 years ago. I do not know who sent you to me but I am sure you came from Heaven. I am not believing in any religion but I am sure God sent you and I thank him for that.

It seems we just met yesterday and my love is just as beautiful as that day we met. I know it will always last.

Thankyou dear. We both have had fulfilling lives and have so much to be thankful for. Lucky, lucky me, lucky us.

All my love,

Dawn



October 26th, 2014

Dear Everyone in Santa Monica,

If you have not been to Hsl Arts Space in the Gehry Building on Main Street, then you still need to see the PULP exhibit. My new art, is the Famous Typewriters are on exhibit until Friday only.

So there are only 97 Orson Welles left and you better get one while you can still afford it. The edition goes up as it sells out.

Ray Bradbury will warm up your home this winter with the flames and imaginative imagery.



Hale Arts Space - Pulp Group Exhibition
Featuring Famous TypeOwriters



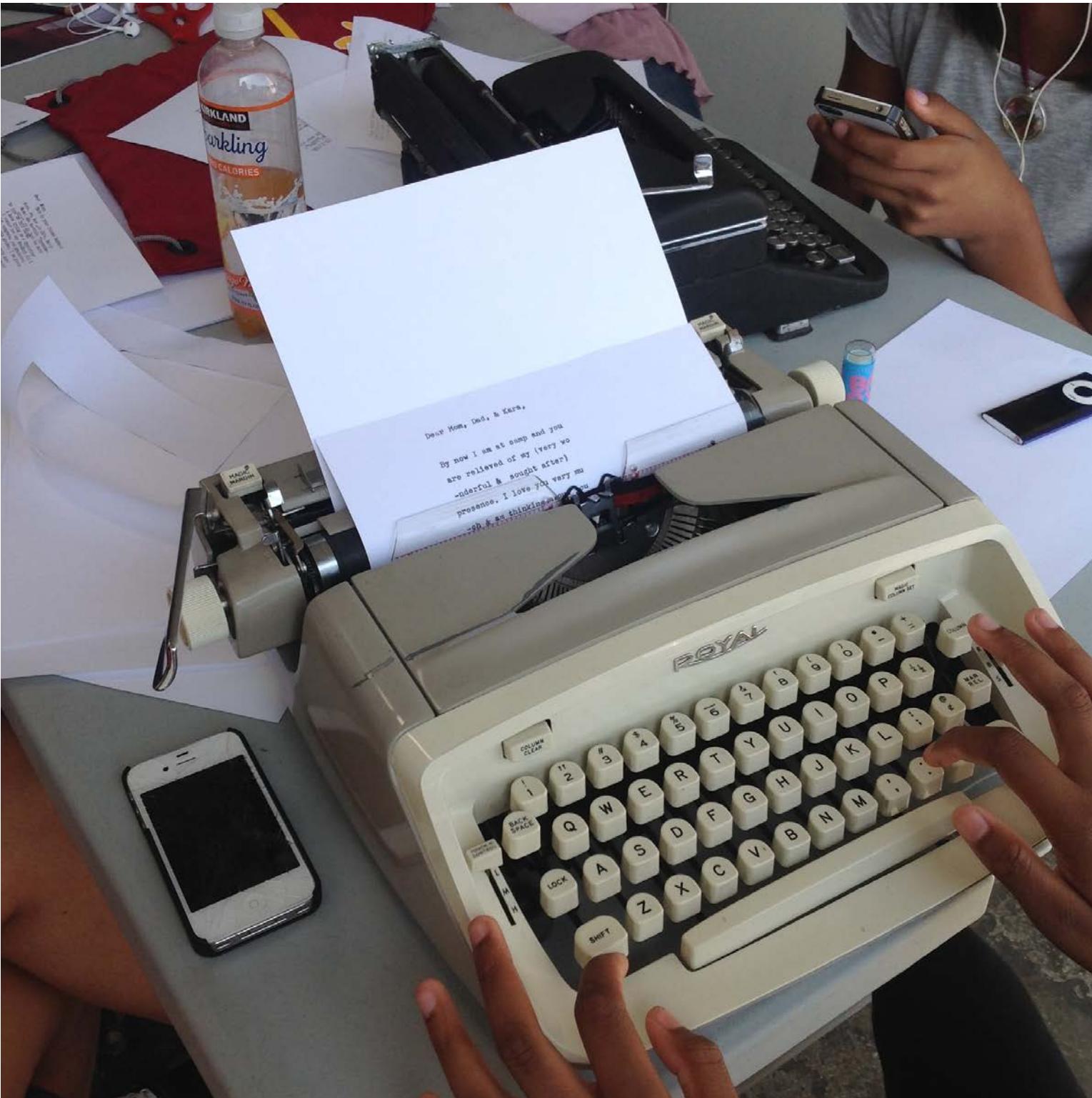
**Hale Arts Space - Pulp Group Exhibition
Featuring Famous TypeOwriters**



Hale Arts Space - Pulp Group Exhibition Featuring
Famous TypeOwriters



Dear DTS,
Thank you for
giving all of
us the
opportunity
to express
ourselves in
the art of
digital
imaging.
I really
appreciate it.
Yours Faithfully,
Isha Gounder



Isha

Dear Determined to Succeed,
Thank you for allowing us to
express our creativity through
the art of digital imaging.
Asides from that, your services
are very helpful. Words can
not express how grateful

I am. The DTS Staff and members
of DTS are like family members
to me. Again, thank you for
your services.

P.S sorry about a lot of errors
this was typed on an typewriter
Yours Faithfully,

Isha Gounder :)



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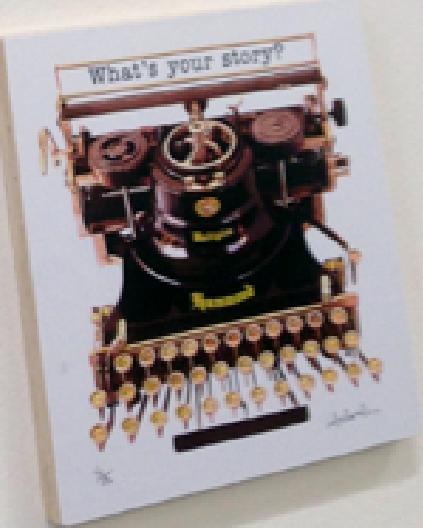
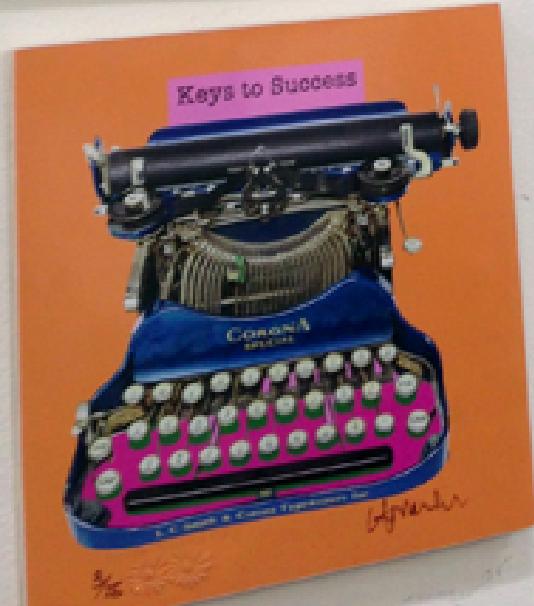
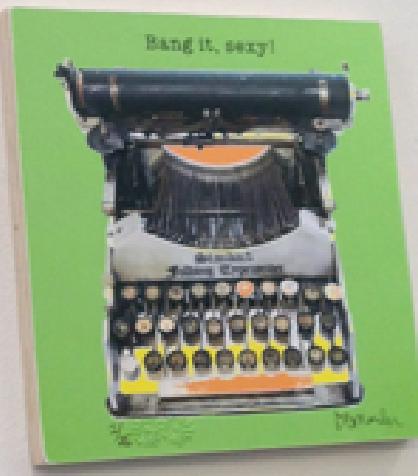
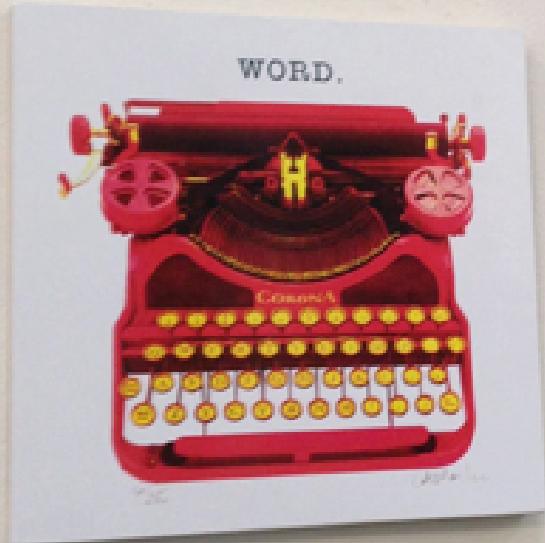
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Typewriters
Roy Brashears



CONTACT: G. Bruce Smith
[Smith Writing & PR](#)
LAMarler@mac.com
(310) 204-0452

ORSON WELLES' & RAY BRADBURY'S TYPEWRITERS
FEATURED IN STUNNING 'FAMOUS TYPOWRITERS' PRINTS

Santa Monica Artist Teams Up with Steve Soboroff

To Fund Journalism Scholarship

Santa Monica (June 2, 2014) – [Louise “L.A.” Marler](#) – Santa Monica artist, designer and photographer – has teamed up with Steve Soboroff, a prominent L.A. civic leader and businessman, to create a stunning limited-edition series of prints featuring the typewriters of Orson Welles and Ray Bradbury.

A portion of the proceeds from the sale of the prints will be donated to a college or university journalism scholarship fund.

Marler – who creates images from original photography, graphics and illustrations – is a big fan of manual typewriters and photographed Welles' and Bradbury's personal typewriters in Soboroff's famous authors typewriter collection. She then created the “Famous TypOwritters” series consisting, as she puts it, of “richly detailed images that transform photographs into strong, inspirational homages.”

The Bradbury image features his 1947 Royal KMM, which was given to Bradbury's documentary producer who traded it to Soboroff. Images from “Fahrenheit 451” and “Martian Chronicles” are collaged to create a blazing monument of his writing machine that is a visual story. “In the spirit of the writer, this artwork embodies Bradbury's far-out and passionate intellect,” Marler said.

The Welles' limited-edition piece highlights his Underwood 4-Bank, a portable from 1926. This red faux wood-grain machine, which includes his original signature, was acquired from the 1989 Estate Sale of Welles. The repetition of "FAKE!" in the background is a reference to the filmmaker's last major movie, "F for Fake."

"'F for Fake' was a brave statement about the (mis)perceptions of the art world that inspired me even more than "'Citizen Kane,'" Marler said. "I incorporated a photographed frame from the film for the background pattern and a simple, surreal 1950s hat. It's dark and mysterious. In keeping with the film, this artwork has a visual trick included."

Marler – whose Santa Monica Airport studio is a shrine to the art and power of print in its variety of forms, and most particularly to manual typewriters dating back more than a century – met Soboroff recently because they were both featured in a documentary about the old-fashioned typewriting machines.

Soboroff, current President of the Los Angeles Police Commission and Chairman of the Board of the Weingart Foundation, is an avid collector of typewriters, including ones used by Tennessee Williams, George Bernard Shaw, Ernest Hemingway and John Lennon.

"Collecting typewriters with interesting histories is one of my favorite past-times," Soboroff said. "Allowing Ms. Marler to expand her Typewriter Artwork is a great way to share this interesting part of history with the community." Soboroff gave permission to Marler to photograph the two famous authors' typewriters on the condition that a portion of the sales of the limited-edition prints goes to a journalism scholarship. "Mr. Soboroff's request to fund a journalism scholarship with a portion of the sales gives me a great additional purpose with this project," said Marler, who is in the process of finding the best recipient school for the scholarship. "Having a great respect for and appreciation of journalists, as well as concern for the future of global news, I am delighted to give back."

Marler's infatuation with the typewriter dates back to her youth in St. Louis, Mo., but it wasn't until a few years ago that she channeled that affection into her art. And the fruits of that romance have been bountiful – large format to small fine art gallery exhibits and merchandise to "Type-Ins" to her newest project, Famous TypOwriters.

It's no surprise that Marler has such a deep connection to print and typewriters. Her grandfather was a typewriter repairman and her father the owner of an office equipment store. And from her mother, a home economics teacher, she inherited a love for fashion that she combined with printmaking when developing a successful print-on-demand T-shirt line.

But it wasn't until about five years ago when visiting her parents and looking for a new project that she rediscovered her father's treasure trove of old typewriters.

"My dad would take trade-ins so the more interesting machines collected in our home and now my parents have a barn-full of them," she said.

Inspired by flat color, with the manufactured simplicity of advertising and pop art, Marler takes photos of typewriters and manipulates them digitally to create bold images with simple text. The most popular of her limited edition prints features a red typewriter with yellow keys, above which simply says "Word."

Other images – some featuring machines that date back as far as 1896 – have such inspiring text as "Keys to Success" and "What's Your Story?" Others are sassy puns, including "Bang it, Sexy!" and "Talk QWERTY to me." Still others are simple graphics dominated by text but with individual letters arranged to look like they are on old typewriter keys, such as "You are my type." (All of these are copyrighted.)

Marler didn't start out to be a printmaker. She graduated from Southeast Missouri State University with a business degree – which has since come in handy as an artist who is also running a commercial enterprise – and got her first job with the *St. Louis Globe-Democrat* "because I was intrigued by the reality of a huge press on the premises as well

as the flow of information. I have been in love with ink and paper since the beginning of when I got to know it at the newspaper,” she said.

Later, she moved to Los Angeles and did marketing for a printer. In 1991 she started taking graphic design and creative writing courses at Santa Monica College and started creating logos and other graphics for various clients.

In the mid-1990s she bought a printing company in Santa Monica, and business was brisk in the economic boom. She sold her half of the company in the late 1990s and started her fine art publishing venture.

Her artwork has touched on themes other than typewriters – for example, she recently created “HI Infinity,” a Maui surrealism series of all original photographs digitally collaged, which are showing at Tranquility, a salon in Santa Monica. “My subjects of interest toggle between nature and industry,” she notes with a smile.

But it’s the world of words that has dominated her process and her success. Her “TypOwriter” series has led to community [Type-Ins, including one at Beyond Baroque](#); an exhibit at the beautiful Rancho Mirage Library in conjunction with its first writer’s conference and the library’s purchase of four of her prints for its permanent collection; and her being featured in the documentary, [“The Typewriter \(In the 21st Century\)](#).

Marler says her creations are a unique blend of past function with modern form. “It’s been a great adventure to combine my calling to visually communicate through print, writing, technology and now film,” she said. “My ‘Famous TypOwriters’ series bridges these art forms and will help support the next generation.

For more information about the “Famous TypOwriters” limited editions, which range in price from \$900 to \$1,800 when purchased directly from the artist, contact Marler at LAMarler@mac.com or (310) 204-0452.

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Please sign TYPE in!

Christopher Lockett
Brenda S Lockett
Laura Stokes
Alex Ramsey
Laci Hill
Steve Soboroff
Skip Heller
Kevin Mangold
S.A. Griffin / L.A.
Allison Dryden
Bob Dryden
Debra Mori
Chiffin ~~Dick~~
Patrick ~~Schiff~~
Imperial Teal Young
Emma Casler
Andrew Crabtree
Michael Miller & Soo Kim
Galissa Cuffran
Steve Root
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Louise Marier loves letters

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The Typewriter (In the 21st Century)

by typewritermovie

LOUISE "L.A." MARLER
Artist



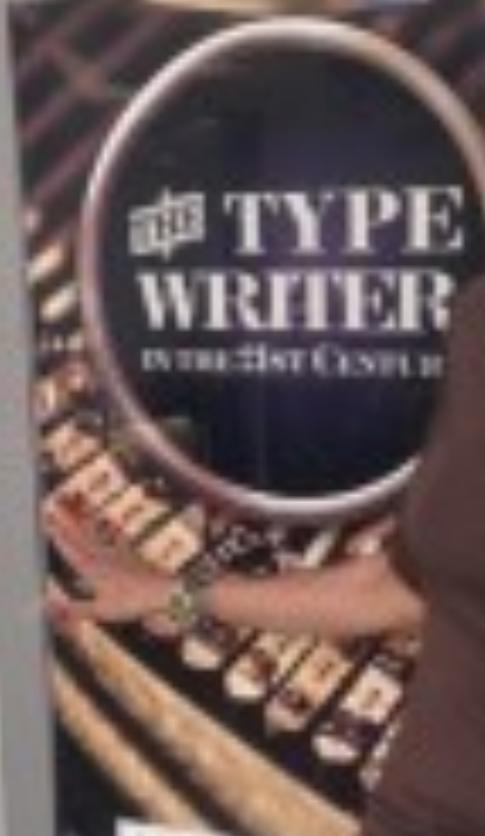
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NOW PLAYING

**TYPE
WRITER**
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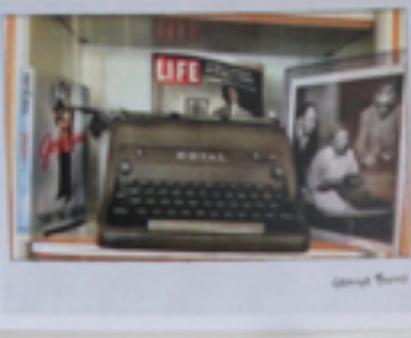


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