

# CAST

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We would like to share information with you about our new book, *CAST: Art and Objects Created Using Humanity's Most Transformational Process* as we think it may be of interest to you. This packet contains our press release, some press placements, and some images from the book.

We are experienced speakers and are happy to be interviewed, write op-eds, present at conferences, participate in panel discussions, and do book signings.

If you are interested in requesting a review copy of *CAST*, please contact Andrea Thatcher at Smith Publicity: [andrea.thatcher@smithpublicity.com](mailto:andrea.thatcher@smithpublicity.com).

Don't hesitate to reach out to us: [cast.jen.and.renee@gmail.com](mailto:cast.jen.and.renee@gmail.com). We are happy to provide further information; high res images are available upon request. We welcome your questions and feedback.

Thank you for your consideration,  
Jen Townsend and Renée Zettle-Sterling



PS - We'd love to connect with you on social media! *CAST* is on Facebook ([facebook.com/CASTthebook](https://facebook.com/CASTthebook)) and Instagram ([cast.art.and.objects](https://instagram.com/cast.art.and.objects)), where we're using #castartandobjects to tag our posts. If you get a copy of the book, we welcome a tagged picture of *CAST* in its new home. #showusyourbooks

FOR IMMEDIATE RELEASE

***CAST: Art and Objects Made Using Humanity's Most Transformational Process***

By Jen Townsend and Renée Zettle-Sterling

**Awards:**

**Next Generation Indies: Art, Best Overall Design in Non-Fiction, and the Grand Prize in Non-Fiction**

**The Eric Hoffer Awards: Art, First Horizon Award and Shortlist for Grand Prize**

**The Independent Press Awards: Fine Art and Coffee Table Books**

**The Foreword Indies Awards: Finalist in Art**

**The International Book Awards: Art, Finalist in Best Interior Design**

**"#1 Most Beautiful Art Coffee Table Book of 2017" - ArtNet.com**

**CAST CAPTURES THE BEAUTY AND HISTORY OF HOW OUR WORLD IS MADE**

-- as seen in/on ArtDaily, ArtNet, Art Times Journal, American Craft magazine, *Sophisticated Living*, Haute-Lifestyle.com, *Living Well* magazine, TheBroad.Life, *Movato Home*, *Aspire Home & Design*, A Book Of, City Book Review, Art Jewelry Forum, *Entrée Travel & more*

Creation can be both practical and artistic, utilitarian and exciting. A skilled laborer can paint a house or an artist can paint a canvas. This duality is one of the miracles of casting. The process of using a mold to give material form has revolutionized art, metalwork, ceramics, glasswork, jewelry and countless other materials throughout history and into today.

***CAST: Art and Objects Made Using Humanity's Most Transformational Process*** [June 2017, Schiffer Publishing] by Jen Townsend and Renée Zettle-Sterling brings together the writing of seven different experts and over 800 images to create the first-ever, in-depth resource on the 6,000-year-old technique.

"Casting has given us everything from statuary to toilets and bricks to wedding rings - its influence on our world is hard to overstate. Since the industrial revolution though, casting's reputation has been in decline and unfortunately, now it's associated with cheap, mass-produced, meaningless 'stuff.' We understand why people think this way, but it's an over-simplification and a mischaracterization. Casting is a process just like any other - it can be done well or poorly and be the right or wrong choice in the creation of any given object; casting can be used to mass-produce plastic toys or in the creation of a one-of-a-kind Renaissance bronze" says Townsend, a jeweler and metalsmith.

"All you have to do is flip through **CAST** to see how incredibly useful, diverse, and endlessly interesting casting can be" adds Zettle-Sterling, a professor of Three-Dimensional Design, Jewelry, Metalsmithing, and Sculpture at Grand Valley State University.

The beautiful photos, in compelling juxtapositions, let readers discover everyday objects and artistic masterpieces all created using casting, accompanied by writings from Suzanne Ramljak, Ezra Shales PhD, Susie Silbert, Joseph Antenucci Becherer PhD, Elaine King and the authors.

**CAST** brings to light:

- The history of casting and its current applications in the creation of art and objects
- The process's impact on human existence
- The common thread between craftspeople, manufacturers, and artists
- The omnipresence of casting in our lives
- That you're a caster if you've made ice cubes, Jell-O, or muffins

**Jen Townsend and Renée Zettle-Sterling are metalsmiths, authors, and teachers with an insatiable passion for casting of all varieties. They are available to present on and discuss:**

**Writing the book:**

- Why they wrote **CAST**
- The art of collaboration
- The process of writing the book
- Transitioning from studio practice to authoring a book

**The content of the book:**

- What casting is and why it's important
- Inspirational cross-pollination and the benefits of a holistic approach
- The history and impact of casting
- Important works in the book

**TOWNSEND** has been making jewelry since she was 13 years old. She earned an MFA in Jewelry and Metalsmithing from Southern Illinois University Carbondale, where she studied under Richard Mawdsley. For fifteen years, she has run a successful jewelry studio, focusing on bespoke pieces for clients. She has taught throughout the United States, including Millersville University, the metal studio at Dartmouth College, the Penland School of Crafts, and the Mendocino Art Center, among others. In addition, Jen's work can be seen in *Metalsmith* magazine, *Narrative Jewelry: Tales from the Toolbox*, *Showcase: 500 Art Necklaces*, and in *Art Jewelry Today 2*. Her work has been shown at The Orkney Museum in Scotland, Shanghai Design Week, and her work is in the permanent collection of the Imperial War Museum in London.

**ZETTLE-STERLING** always knew she wanted to be an artist. She was introduced to casting in high school at the prestigious Governor's School for the Arts and Carnegie Mellon's Pre-College Summer Art Program. She studied fibers and papermaking at Indiana University, where she cast using paper pulp, but her real passion for casting was ignited in graduate school. She earned an MFA in sculpture/installation and an MA and jewelry/metalsmithing at the Edinboro University of Pennsylvania. In her studio practice, she casts and fabricates in a wide range of materials. She has exhibited and curated both nationally and internationally, including exhibitions in Tokyo, New York, and Art Prize in her local community of Grand Rapids. In service to her field, Renée served as President of the Society of North American Goldsmiths. She is also a tenured professor at Grand Valley State University, where she has taught for seventeen years.

Find more on the book at [www.castartandobjects.com](http://www.castartandobjects.com). Follow the project at [facebook.com/CASTthebook](https://facebook.com/CASTthebook) or [instagram.com/cast.art.and.objects](https://instagram.com/cast.art.and.objects).

Connect with Townsend at <http://jentownsend.com> and Zettle-Sterling at [www.zettle-sterling.com](http://www.zettle-sterling.com)

**CAST** is available at independent bookstores, Barnes and Noble, Amazon and at Schiffer Publishing.

**REVIEW COPIES AVAILABLE UPON REQUEST**

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## **CAST Essayists**

Five guest essayists contributed to *CAST: Art and Objects Made Using Humanity's Most Transformational Process*. Jen Townsend and Renée Zettle-Sterling, recognizing they were not experts in all areas of casting, wanted to augment their writing with other perspectives. Townsend wrote the essay that opens the jewelry chapter (jewelry is her area of expertise) but the authors chose to commission essays to open the chapters on art history, metal, ceramics, glass, and alternative materials.

### **Suzanne Ramljak**

#### ***Mold Culture: Casting Through Western Art History***

Suzanne Ramljak is a writer, art historian, and curator specializing in contemporary and 20th-century art and material culture. She currently serves as Curator of Exhibitions at the American Federation of Arts and as Editor of *Metalsmith* magazine.

Ramljak was formerly editor of *Sculpture* magazine and of *Glass Quarterly* magazine, as well as associate editor of *American Ceramics*.

### **Joseph Antenucci Becherer PhD**

#### ***Re-Renaissance: Large-Scale Casting Today***

Joseph Antenucci Becherer is an American curator, professor, writer, and arts administrator. He is a scholar of Modern and Contemporary sculpture organizing major exhibitions and installations from Auguste Rodin to Jonathan Borofsky, Henry Moore to Magdalena Abakanowicz, Jenny Holzer to Ai Weiwei.

He is the Chief Curator and Vice President of the Frederik Meijer Gardens and Sculpture Park in Grand Rapids, Michigan where he has served since 1999. There, he directs the departments of Sculpture and Sculpture Exhibitions, Horticulture and Annual Exhibitions, Communications and Public Relations.

Additionally, Becherer is the Lena Meijer Professor in the History of Art at Aquinas College, also in Grand Rapids where he teaches courses in Renaissance, Baroque, and Contemporary Art.

### **Ezra Shales PhD**

#### ***Casting Ceramic: A Psychologically Potent and Deeply Human Manual Skill***

Ezra Shales is an art historian, curator, and artist whose research, publications, and exhibitions explore the intersections of design, craft, and art in modern and contemporary culture. A professor at Alfred University, he recently wrote *Made in Newark: Cultivating Industrial Arts and Civic Identity in the Progressive Era* (2010), which analyzes art as an expression of civic ideals. In 2011, he co-curated *Raw Goods: The Transformation of Material by Local Industries*, in which half-finished artifacts of glass, metal, and ceramic were pulled from the factories of Western New York in order to assess the idea of industrial craft and the hand (manu) in manufacture. Shales' writings have been published in the *Journal of Design History*, *Journal of Modern Craft*, *Design & Culture*, *The Studio Potter*, *Fine Art Connoisseur*, and *American Craft*. Before joining the faculty at Alfred University, he served as director of education at the Katonah Museum of Art, and supervised art education in New York City public schools. He has exhibited his own work at the Brooklyn Museum, P.S. 1, Art in General, and Artists Space.

**Susie J Silbert*****Glass Casting: A History of Innovation***

Susie J. Silbert was appointed Curator of Modern and Contemporary Glass at The Corning Museum of Glass in 2016. Prior to joining the museum, she was an independent curator as well as a lecturer on the History of Glass at the Rhode Island School of Design. Her recent exhibitions include #F\*cked!, exploring the relationship between digital interfaces and handmade objects, Concept: Process, at Parsons The New School for Design, Material Location at Urban Glass, and SPRAWL, an interdisciplinary exhibition interpreting urban development at Houston Center for Contemporary Craft. Her writing has appeared in exhibition catalogs for the Chrysler Museum, the Museum of Fine Arts, Houston, Houston Center for Contemporary Craft, and Urban Glass as well as American Art Collector, GLASS Quarterly, Metalsmith, and the American Craft Council website. She holds an MA in Decorative Arts, Design History, and Material Culture from the Bard Graduate Center.

**Jen Townsend*****Primal Attraction: Cast Platinum to Plastic***

Jen Townsend has been making jewelry since she was 13 years old. She earned an MFA in Jewelry and Metalsmithing from Southern Illinois University Carbondale, where she studied under Richard Mawdsley. For fifteen years, she has run a successful jewelry studio, focusing on bespoke pieces for clients. She has taught throughout the United States, including Millersville University, the metal studio at Dartmouth College, the Penland School of Crafts, and the Mendocino Art Center, among others. In addition, Jen's work can be seen in Metalsmith magazine, *Showcase: 500 Art Necklaces*, and in *Art Jewelry Today 2* among other publications. Her work has been shown at The Orkney Museum in Scotland, Shanghai Design Week, and her work is in the permanent collection of the Imperial War Museum in London. *CAST: Art and Objects Made Using Humanity's Most Transformational Process* is her first book, co-authored with Renée Zettle-Sterling.

**Elaine King*****Casting: Unbounded in an Expanded Age***

Elaine A. King is a professor of art history, criticism and museum studies at Carnegie Mellon University. She is the former director of the Contemporary Arts Center in Cincinnati as well as the Carnegie Mellon Art Gallery. King is a freelance art critic who regularly writes for *Sculpture Magazine* as well as *ARTES Magazine*. As a curator, she has organized over 35 exhibitions, including major surveys of Mel Bochner, Barry Le Va, Elizabeth Murray and Martin Puryear. Her group exhibitions include *Likeness: Portrayal After Warhol*, *New Generations*, New York and Chicago, *Figure as Fiction*, *Drawings from the 1980s* and *Photography to the Virtual*. She co-authored the book *Ethics in the Visual Arts* with Gail Levin. Elaine King lives in Bethesda, Maryland.