

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. Follow the project at facebook.com/CASTthebook or instagram.com/cast.art.and.objects.

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

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

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