Crowing Hens Bindery is an independent business that I have founded to combine my passion for bookbinding, printmaking, and production. The purpose of this study is to provide an opportunity for me to begin to make the transition from being a student in a graduate level book arts program to a self-employed bookbinder in a production and market driven environment. To gain a better understanding of production binding techniques I implemented a small production run. I designed three blank book prototypes that focus on the needs of the user, and I developed marketing descriptions to help put these products within a market context. To diversify my product line, I have created a variety of decorative papers including paste papers and linocut letterpress printed papers. These will serve as my proprietary covering material and offer alternative avenues to supplement my income. I have photographed the various stages of bookbinding and printing to illustrate the process of product development. This study has allowed me to begin to assume the various roles and responsibilities that a self-employed bookbinder must assume in order to cultivate a successful business.

Keywords
Bookbinding, Business, Marketing, Printmaking, Product Development, Production

Recommendation Citation
Growing Hens Bindery was founded. The ultimate goal is much larger than just my interest and needs. Concerning my books, I want to raise awareness of how important our interaction with books can be. We put our souls in blank books, our hopes, fears, aspirations, memories, and dreams. I wanted my books to help people become better, more insightful and grounded versions of themselves. I also wanted to reinvigorate a love for snail mail correspondence. But ultimately the goal of the bindery is to employ not only me full time, but also other likeminded bookbinders, printers, printmakers, and book and paper lovers. If the bindery ever grows to that point, I want to employ book-loving, paper-loving brethren. Growing Hens Bindery. 1:53pm 03/16/2019 16 201.