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UTEP Announces Hertzog Award Recipient

The University of Texas at El Paso has announced Robert Tauber as the winner of the Thirteenth Hertzog Award for Excellence in Book Design. Tauber was recognized for his design work on Solche Sensationen/Such Sensations, written by Louisa Bertch Green and published by Logan Elm Press (Ohio State University) of Columbus, Ohio in 2010.


“Such Sensations is a masterpiece,” said Hertzog Award judge Clay Smith, literary director of the Texas Book Festival and former senior editor at the Austin Chronicle. “Elegant but inviting, it conveys such affection and thoughtful care for its subjects and the chefs featured in the book that it serves as almost a journalistic lesson in honoring your subject.”

“Such Sensations is a masterpiece of bookmaking in several respects,” said Bryce Milligan, also a judge as well as the publisher and editor for Wings Press in San Antonio. “The physical object is quite simply delicious — sumptuous paper, delicately colored initial capitals, innovative use of illustrations, the incorporation of copper etching plates (echoing copper cookware) into the binding. Overall, the physical book is a sensual reflection of its topic and of the creativity of the chef authors. It is not quite edible, but certainly a book to whet the appetite for fine fare.”

Tauber's design was one of 70 entries submitted. The competition is open to presses and publishers of all types and sizes. The winner and runners-up will receive national publicity and their works will be exhibited at the UTEP Library. As the winner, Tauber will receive a $1,000 cash prize, framed certificate, and a specially struck bronze medal designed by Hertzog’s long-time associate, the late Tom Lea.

The Carl Hertzog Award, named for one of this country's most accomplished book designers and printers, is designed to celebrate the importance of fine printing as an art, encourage work by new and established artisans, and to recognize outstanding accomplishments in the field. The national competition and lecture are part of Carl Hertzog Day sponsored by the Friends of the University Library.
By creating and sponsoring the Hertzog Award, the Friends of the University Library endeavor to underscore the importance of fine printing as an art, to encourage work by new and established artisans, and biennially recognize outstanding accomplishments in the field.

The winning books and a collection of the other entries will be on display in the UTEP Library for several weeks. The winner and honorable mentions will be added to the Carl Hertzog Collection of UTEP Library's C.L. Sonnichsen Special Collections Department for examination and study. Many of the other entries will also be added to the library's collection.

Marcia Hatfield Daudistel will give the 15th Carl Hertzog Lecture, titled “The Writers at The Pass of The North.” Daudistel most recently was editor of *Grace and Gumption: the Women of El Paso*. She is also the editor of *Literary El Paso*, winner of the 2010 Border Regional Library Association Southwest Book Award. Both books were published by Texas Christian University Press in 2012 and 2009, respectively. She has presented at the 2009 Texas Book Festival and moderated at the 2011 festival. She is the 2012 Women’s History Month Conference keynote speaker and has presented at the Texas State Historical Association.

Daudistel also serves as the West Texas/Trans Pecos Regional Editor of *Texas Books in Review* and is a member of the advisory committee for the *Made in Texas: Cultivating Teachers to Engage Mexican American Literature in Middle and High School Classrooms* project.

As the former associate director of Texas Western Press at UTEP, she published books on the history and culture of the Southwest and established the bilingual imprint Frontera Books.

She is currently at work on the book *Authentic Texas: the People of the Big Bend* with co-author and award-winning photographer, Bill Wright.

Both the award and the lecture honor the life and work of J. Carl Hertzog (1902-1984), who was responsible for the design and production of some of the most important works of history, folklore, art, and literature in the American Southwest. Not only a printer and publisher, Hertzog was also a highly regarded creative artist whose reputation extended nationwide. More than 250 books and pamphlets appeared under his own name or that of other publishing houses such as Alfred A. Knopf of New York and Little, Brown & Co. of Boston.

**Information:** University Library at 915-747-6720 or 915-747-5683

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