

# Press Release

## *Chasing the Paper Canoe*



### **Chasing the Paper Canoe**

Publication Date: 12 April 2013

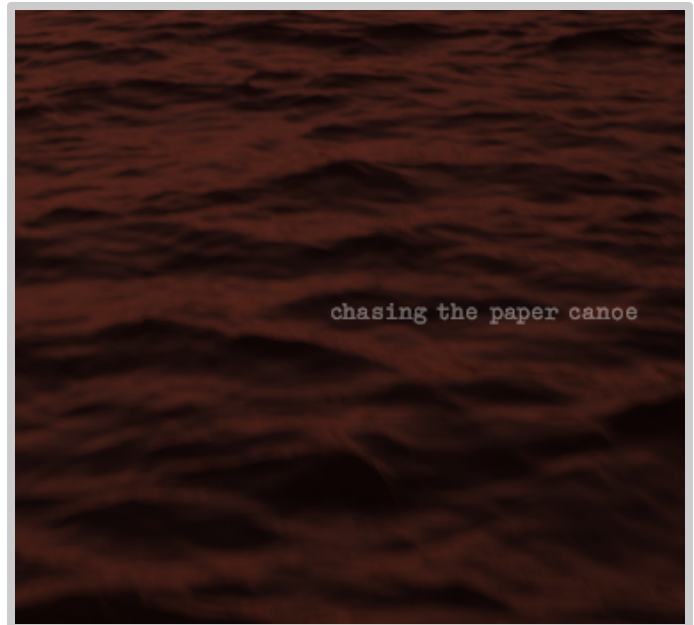
Price: \$54.95

This inaugural publication from The Athenaeum Press reimagines Nathaniel Bishop's journey down the Waccamaw River in a paper canoe more than a century ago. The book is the culmination of a year's collaboration between students and faculty at Coastal Carolina University.

*Chasing the Paper Canoe* portrays the culture, desolation and stoic beauty of the Waccamaw River. Within its pages, readers find the historic rice fields contrasted to bankside home construction; the weathered waterfront of Georgetown and portraits of modern fisherman. It is a true portrait of what Bishop described as that "most crooked waterway."

The project takes readers on a journey across water, history and form. Throughout the printed book, readers can see the stunning photographs come to life as streaming video through a feature called augmented reality. The photographs, multimedia components and companion website were designed and produced by students in Coastal Carolina University's pre-professional studio.

This book is a great read for historians, river enthusiasts, or those looking for a glimpse into the cultural and natural shoreline along the Waccamaw's black waters.



Extent: 107 pages

Size: 11" x 12"

Binding: Perfect Binding, Paperback

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# Press Release

## *Chasing the Paper Canoe*



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### **NEW PHOTOGRAPHY BOOK REVISITS HISTORICAL WACCAMAW RIVER TRIP**

*Chasing the Paper Canoe* from The Athenaeum Press Set for Release April 12

Conway, South Carolina (April 12, 2013) – *Chasing the Paper Canoe*, released April 12, revisits Nathaniel Bishop's trip down the Waccamaw River in a paper canoe more than a century ago. Students and faculty from Coastal Carolina University collaboratively produced the project under the umbrella of the university's new press, The Athenaeum Press. This project also includes a companion website and augmented reality, where readers can download a free mobile app to see some of the photographs come to life as streaming video.

Many of the multimedia components were developed by Marcello Garofalo, a Coastal senior majoring in Visual Art. "The work on the book has allowed me to experience the collaborative process in publishing on a professional level that far exceeds the typical classroom experience," Garofalo said.

This book represents the mission of The Athenaeum Press - to concentrate on a small list of high impact projects that integrate student learning with print and digital projects and that involve faculty and community. This threefold commitment to quality, education and community engagement goes well beyond the boundaries of a traditional university press.

The multimedia components of the book were partially supported by the South Carolina Humanities Council. The digital companion and purchase information is available at <http://theathenaeumpress.com/papercanoe>.

# About the Press

## *Chasing the Paper Canoe*



### **About The Athenaeum Press**

The Athenaeum Press, the university press of Coastal Carolina University, collaborates widely with individuals—be they scholars, students, or members of the community—to turn their ideas into print and digital reality. Once selected, projects undergo an extensive development process, where professors from across the humanities and fine arts collaborate with the project initiator and Coastal undergraduate and graduate students to design, build, and produce high-quality multimedia content.

### **The Role and Scope of the Press**

The Athenaeum Press has three commitments: quality, education and community engagement.

#### *Quality*

The Athenaeum Press concentrates on a small list of carefully selected projects. Projects are selected based on four factors: innovation, ability for multi-media development, growth potential and concentration on experiential student learning. Once selected, project initiators are matched with a wide variety of students and faculty from across the humanities and fine arts to undergo a one- to two-year collaborative development process.

Final products will take full advantage of emerging digital platforms and media alongside traditional print publications. Due to the interdisciplinary nature of the development process, projects with The Athenaeum Press will speak to multiple audiences at the local, regional and national level.

#### *Education*

The Athenaeum Press is a student-centered laboratory for document design, editing, publishing, and digital media development and dissemination. Located in the Thomas W. & Robin W. Edwards College of Humanities & Fine Arts at Coastal Carolina University in Conway, South Carolina, the educational mission of The Athenaeum Press requires that every step of each publication project—from research to writing, conception to design, production to promotion—involve and enhance student skills.

#### *Community Engagement*

The Athenaeum Press aims to produce projects of local, regional and national interest. Its flagship project, *Chasing the Paper Canoe* embodies the press' engagement with the local culture and history in Conway, SC. The press actively seeks submissions from local and regional community members, and its production process involves close collaborations between the university and wider community. The Athenaeum Press also pairs its book releases with local community events, such as the RiverRead.

# About the Press

## *Chasing the Paper Canoe*



### **About the Edwards College of Humanities and Fine Arts**

The Edwards College of Humanities and Fine Arts is committed to providing a transformative liberal arts education for all university students through the core curriculum and to preparing majors in humanities and fine arts for positions of leadership and stewardship in the complex, diverse, and highly interdependent world of the 21<sup>st</sup> century.

In its continuous emphasis on students as makers of the world they inhabit, the College serves its ultimate goal: to prepare each student to live a thoughtful and fulfilling life as a responsible and responsive human being.

### **About Coastal Carolina University**

Coastal Carolina University is a dynamic, public comprehensive liberal arts institution located in Conway, just minutes from the resort area of Myrtle Beach, S.C. The University offers 56 areas of study toward the baccalaureate degree and seven master's degree programs in education, writing, coastal marine and wetland studies, and the MBA. Ten new undergraduate degree programs were recently added, including biochemistry, economics, graphic design, information systems, musical theatre, theatre arts, as well as criminology, health and aging, and social justice tracks in sociology.