

Oakland Digital Celebrated in Print by Author of Locally Produced Book

Oakland, CA — Tuesday, February 18th, 2011 — Embracing technology and its do-it-yourself energy, a small family business in Oakland, flexed the powers of digital technology to produce their own book. Inspired by the efforts of the Oakland Digital Arts & Literacy Center (ODALC), the book is titled, *Rosewood House* by Wilson Tai, and is a portfolio and visual history of the works created by the small family business specializing in its own designer fine furniture.

Using print on demand (POD), the book was made possible in avoiding the up-front monies in the tens of thousands on a minimum quantity run of 300, expected of traditional letterpress and offset printing. A green benefit of utilizing this new technology was the lack of waste from unsold products and printing only that which is purchased.

“The speed from concept to book in hand was enlightening, the possibilities of creating a book became real,” Wilson claims. There are a number of online POD providers, but Wilson chose San Francisco’s, Blurb, for its ease of use software, quality of printing, and pricing structure.

Wilson believes an online portfolio and social media presence is essential and a valuable supplement to the small business, but not enough to capture a definitive collection of completed work: “*Rosewood House* would perhaps be forgotten - to be remembered solely through our furniture - in a society of hyper, temporary, and instantly disposable.” On the effect of his work, Wilson continues, “A book is tangible; you can hold it in your hands, share it and give it to others. These are everlasting qualities that we can relate to.”

In the book’s chapter on community, there is a spread of the Oakland Digital Inspiration Awards, with photos by Eisaku Tokuyama. Learn more by visiting www.rosewoodhouse.com/book.

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