

**Thatcher Wine** founded Juniper Books in 2001. The company creates custom libraries and has perfected the art of turning books inside out to allow for books to tell stories not just to us, but about us. Working with booklovers, homeowners, and designers, Juniper Books has provided the world with a fresh new approach to the printed book. Thatcher grew up in New York City where his parents owned and operated The Quilted Giraffe, one of the most innovative restaurants in America. Thatcher graduated from Dartmouth College with a degree in history and art history and lives in Boulder, Colorado.

**Elizabeth Lane** is the founder of Quarterlane, a quarterly subscription book service which merged with Juniper Books in 2018. She is also the book buyer for her local independent bookstore, Partners Village Store and Kitchen in Westport, Massachusetts. Prior to working in books, Elizabeth worked in contemporary visual art—in galleries, nonprofit initiatives, and museums in New York, Austin, and Chicago. Elizabeth graduated from Davidson College with a degree in art history and received her masters degree from the School of the Art Institute of Chicago.



For the Love of Books

DESIGNING AND CURATING A HOME LIBRARY

WINE & LANE



For the Love of Books

DESIGNING AND CURATING A HOME LIBRARY

THATCHER WINE & ELIZABETH LANE OF JUNIPER BOOKS



\$50.00 U.S.

A celebration of the meaning and comfort printed books bring to our homes and lives, from the curation and design experts at Juniper Books.

Explore the significance of the home library, embellished with alluring photography and illustrations, in a keepsake worthy of any bibliophile's collection. *For the Love of Books* shares the vision of Juniper Books, a business that embraces the roles that books fulfill in our lives and their staying power. It recounts the history of books and private libraries, and champions the resilience of books in the digital era. Dive into the nuances that define books for reading, books for decoration, and books for inspiration. Instructive chapters provide useful details for creating and curating one's own home library, whether it be a single shelf or multiple rooms each with their own collection. You will never look at your bookshelves the same way again.

*For the Love of Books* is about storytelling beyond the pages of our favorite books. Our books—the ones we choose to keep—tell the story of who we are. They remind us who we once were and who we aspire to be.



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## The Resilience of the Printed Book in the Digital Era

THE EARLY 2000s witnessed the rise of e-books, smartphones, and tablets. With the advent of the e-reader in the twenty-first century people felt a new sense of freedom and excitement. This new technology seemed to solve countless problems. We no longer needed to lug around heavy books for travel or choose just one book to bring, limiting our choices. We were free to impulsively purchase whatever title crossed our path, no discernment necessary. If we noticed someone reading a book on the subway, with a click it could be ours too.

So we found ourselves, as the first decade of the new millennium came to a close, with the sales of printed books declining and e-books soaring. It seemed that the long, successful run of Gutenberg's invention might be nearing the end of its useful life. From 2008 to 2012, e-book sales were rising quickly and were projected to surpass print book sales by 2017.

The idea of holding a stack of paper with words printed on it seemed quaint in an era when you can get the same words from “the cloud” whenever and wherever you want. Why carry around heavy books when you can load thousands of titles onto your device with one touch, buying books as quickly as it takes to load a webpage?

As adoption of the new technology grew and readers developed new routines for discovering, purchasing, and consuming books, many changes flowed through our culture. Bookstores closed en masse, libraries were redesigned to accommodate more technology and fewer books, and many publishers scaled back their releases and print runs.

At the same time, lovers of the printed book were experiencing a certain sense of longing. The loss of the tactile connection with the book was certainly felt—the feel of the pages, the weight of the book in your hands, the smell of the paper—all essential to one’s experience and relationship with the story.

**Alongside the loss** of this essential physicality, there was a loss that was more subtle and less tangible—that sense of connection between the story, time, and place—each informed by where we were when we bought the book, who we were when we read it, and the ways that we were reintroduced every time we looked at or pulled a book from the shelf. There is an intrinsic relationship between story and memory that entwines and interacts with the narrative as the senses engage.

MEDIA | DRILLING DOWN

### *Falling Sales for the Printed Word*

By TEDDY WAYNE APRIL 18, 2010

BOOKS

### Curling Up With Hybrid Books, Videos Included

By MOTOKO RICH SEPT. 30, 2009

TECHNOLOGY

### *E-Book Fans Keep Format in Spotlight*

By BRAD STONE OCT. 20, 2009



### *Some E-Books Are More Equal Than Others*

JULY 17, 2009 12:57 PM

WORLD BUSINESS

### *Book Publishers Take Leaps Into Digital*

By ERIC PFANNER NOV. 9, 2008



In 2008, Juniper Books had a major shift as Thatcher moved the business out of his basement and into a warehouse and studio space in Boulder, Colorado. From 2001 to 2008, the business had operated out of various basements, garages, and storage units. If the world was moving to e-books that took up no physical space, why was Juniper Books moving to a bigger commercial location with high ceilings and the capacity to do much more shipping and receiving than it had before?

**Thatcher fielded numerous** questions like this from his friends and family (and from the bank!). Was this the right time for business expansion? His friends in the technology business, where he had spent the first part of his career, thought

he was crazy to be doubling down on analog. Who was buying or reading printed books anymore?

Architects and interior designers were now frequently designing houses entirely without bookshelves, believing that space for printed books was no longer needed. Clients wanted places to hang their flat screen TVs and they wanted shelves lined with electrical outlets to plug in their web-enabled photo frames, tablets, e-readers, and phones.

In resort communities like Beaver Creek, Colorado, designers told Thatcher that books looked “too small” in their large-scale homes. They wanted massive elk chandeliers and furniture made out of giant logs. Books looked out of place. Moreover, clients no longer traveled to their vacation homes with books in hand. They came with e-readers.



Yet, in the midst of the e-reader sensation, Thatcher sensed that true lovers of the printed book were becoming more dedicated than ever, and if he was hearing from even a few clients with nostalgia for print, then there must certainly be more out there. Thatcher also noticed that a certain demographic was approaching him with more frequency—clients in their fifties and sixties

who had dreamed of building a library and retiring with free time to read their books. For these readers, a room of their own filled with printed books was a dream fulfilled.

As they reached this transition point in their lives, with empty nests and retirement within view, they envisioned a life filled with books, with reading. They could now read the classics that they didn't have time

to read while in the weeds, building their careers and raising their families.

Thatcher's clients shared with him time and again that they didn't work their whole lives—saving money, building their dream house, and their dream bookshelves—to reach this point and find out that printed books had become extinct, vanished like the dinosaurs. They wanted to fill their

shelves with books while they still had time to enjoy them.

**In the battle** between printed books and e-books, Thatcher realized that printed books would always be loved and cherished by those who appreciated holding books in their hands and seeing them on

## Flipping Back

### THE INVENTION OF THE PAPERBACK

The iPhone hit the market in 2006. Steve Jobs introduced a device that was big enough to display “detailed, legible graphics, but small enough to fit comfortably in the hand and pocket.” This device became the world’s best-selling smartphone, changing the way we as a culture interact with our “devices” and, more significantly, with each other.

Seventy-five years ago, in a narrative that seems to foreshadow the dawn of the smartphone and e-reader, two innovators—Allen Lane in England and Robert de Graff in America, had a similar epiphany: they could change the reading habits of an entire culture just by making books smaller and more disposable, simultaneously changing the way we read *and* the way we perceive books.

In the 1930s, it was difficult for ordinary Americans to get their hands on good books. The country had only five hundred bookstores nationwide (in contrast there are approximately 2,200 independent bookstores today, not counting online retailers like Amazon), all clustered in the biggest twelve cities. There was also a significant monetary barrier as hardcovers cost \$2.50 (around \$40 today). In response to this barrier to access, Allen Lane founded Penguin Books and Robert de Graff founded Pocket Books, bringing their idea of smaller, cheaper books to market.

This wasn’t the first time books were covered in paper. In a sense, “paperbacks” are almost as old as moveable type. Historians trace the first paperback books to Aldus Manutius, a Venetian printer and publisher. At the start of the twentieth century, the French publishing houses primarily published in paperback (the first edition of James Joyce’s *Ulysses*, published in Paris in 1922, is a paperback) and dime novels, or “penny dreadfuls”—lurid romances that were considered trashy by respectable houses, were sold in Britain before Penguin Books. Allen Lane’s idea, though, was a bit different.

According to Penguin lore, Lane’s *eureka* moment happened as follows:

He just wanted a decent book to read. . . . Not too much to ask is it? It was in 1935 that Allen Lane, Managing Director of Bodley Head Publishers, stood on a platform at Exeter railway station looking for something good to read on his journey back to London. His choice was limited to popular magazines and

poor-quality paperbacks—the same choice faced every day by the vast majority of readers, few of whom could afford hardbacks. . . . Lane’s disappointment and subsequent anger at the range of books generally available led him to found a company—and change the world . . . the quality paperback had arrived.<sup>1</sup>

Lane knew that if he provided intelligent books for a low price, the reading community would grow profoundly. Supply the books and the readers will follow. And so, in the summer of 1935, Lane launched Penguin Books with ten titles, including his friend Ms. Christie’s novel, *The Murder on the Links*.

Robert de Graff, perhaps believing even more than Lane in the democratization of literature, launched Pocket Books in May 1939. With his prototype, a pocket-sized book measuring four-by-six inches and priced at a quarter, de Graff further pushed the needle in the book market by making books more



## BOOK SORTING AND STYLING SUPPLIES



### SWIFFERS AND DUSTING CLOTHS

Bookshelves can get dusty over time, especially behind the books. While working on your bookshelves, it's a great time to take everything off the shelves and clean off the dust, clearing out the old energy and making space for the new.



### BOX CUTTER

When Juniper Books ships books to a client's home, there are a lot of boxes to open and a lot of shrink-wrap on new books to remove. It's also helpful for breaking down packing materials and disposing of cardboard properly after you are all done. Always be careful with sharp blades.



### ARCHIVAL BOOK TAPE

Scotch Book Tape is great for making minor repairs to book jackets and torn pages, however it is not acid-free. If you have rare books to repair, we'd recommend going to a library supply site like The Library Store and searching for archival book tape.



### TAPE MEASURE

Sometimes you can get a gut feeling for how much room you have and how much space books take up, but other times you need to get more mathematical about it. When Juniper Books starts a project, the first thing we ask for are measurements of the shelves. We want to make sure we supply the perfect quantity of books. Thatcher prefers a ratio of 2/3 books to 1/3 accessories on his shelves, however we work on plenty of projects ranging from a minimalist 25 percent fill rate up to 100 percent full. Having a tape measure on hand helps you set the shelf heights at the right level and helps you measure your books and your shelves to fit together.



### WHITE ERASER

The Staedtler white eraser has many, many uses. Thatcher always has one on hand for cleaning up books in a variety of ways. You can use it to erase pencil marks in the books (e.g., used book dealers' pencil pricing notes). You can use it to clean up ink or other smudges on the outside of the page edges. You can also use it to rub away adhesive from price stickers on the jackets or just freshen up the spines of the books.



### STEPLADDER AND LADDER

Depending on the height of your tallest shelves, it's great to have a stepladder or a taller ladder. You want to have the flexibility to clean off all the dust on that top shelf and put your books exactly where you want them. You don't want to have to jump up to reach the shelf or put yourself in a precarious position, so round up the ladders and keep yourself safe and comfortable when working on your shelves.



### TRAVEL DOLLY

We are not going to lie to you. A lifetime of moving books is not so kind to the body, especially the back. Lifting forty pound boxes can take a toll, so preparing ahead to avoid heavy lifting will free you up to give more energy to individual books and where they should go. Having a dolly to roll boxes of books around the house (and even to take with you when you go to donate books) can prevent a lot of pain later!



### SCISSORS

Having scissors nearby is helpful for trimming errant threads from book covers or tidying jackets, corners, and other loose ends.



### STICKY NOTES

Consider using sticky notes to map out your library. You can attach them to shelves with your ideas about where specific subjects go (history, biographies, classic literature, etc.). You can note your thoughts on how each shelf should be organized or where a picture frame or object might go. Step back and look at the notes before you place any books. You might save yourself some time later by making adjustments before you get to moving the actual books.



### A LAPTOP OR TABLET

There are different ways to make a list or catalog of the books you have so that you can reference it later—both to figure out what you have and maybe where you have it. You will also have it for insurance purposes in case you ever need to prove what was in your library. You could go the old-fashioned route and write up each book on an index card, then acquire an antique library card catalog to store them in (or just place them in a drawer). Or you can enter each book into a spreadsheet—author, title, publisher, notes about where you acquired the book, etc. There are also a number of websites, apps, and desktop programs that allow you to enter an ISBN number manually or via a barcode scanner; the programs will retrieve all the details about a given book. A few of these tools that we have used include LibraryThing, Collectorz, and Libib. Keep in mind that it can be fun to delegate the task of library management to the younger generation to manage! Have them research the apps and enter the books.



### NEEDLE NOSE PLIERS AND A RUBBER Mallet

The reality of adjustable bookshelves is that they can be a lot of work to reposition. We love them, but pulling out and pushing in those pegs in the little holes can cause a lot of carpal tunnel syndrome. Having a few tools handy will make the process much more efficient and allow you to line up the shelves the way you want them. The pliers help you take pegs out of the wall and the rubber mallet helps you tap them back in. Thatcher is a big fan of having all the shelves at the same level around the room, but it often requires a tape measure and some trial and error to get the positions just right. You might line up a few dozen shelves before realizing you're off by one peg. You'd have to adjust everything before really getting to work! Make sure your shelves have all the pegs in place, and are solid and level, before placing any books on them.



### CAMERA

Photographs often offer spatial insights that you can't see with your own eyes. Using your phone to take pictures of the shelves as you work on them can be really helpful. Just take a step back, snap a photo, and look at it to see if the books are balanced and if any adjustments need to be made. You'd be amazed at what you see in the photos. Ideas will come to mind for moving books around by color and size, and how they should be grouped and organized.

### SORTING TABLE OR SURFACE

Stacking books on the floor isn't the end of the world, but the process can be made a lot easier if you have a table near the shelves to unpack your boxes, sort books into shelf groupings, and stage what you are doing before you do it. Consider grabbing that folding table from the garage or the basement and placing it near the shelves without blocking access.



Viewing your books artistically and seeing your bookshelves as potential canvases for artistic expression can be a lot of fun. You can follow a similar approach that Thatcher took to the development of custom jackets as a transformative artistic medium.

The first idea from 2008 for printing custom jackets was all about color. The idea was to rapidly change the color of a whole shelf or wall of books from what the publisher had decided on for the color of the bindings or jackets to what you as the owner of the jackets really wanted. If you look at your bookshelves, how would you change the color of the books to suit your preferences?

Clients had been asking us for years to curate books with a specific color palette in mind, and white books and neutral color books were the most popular request by far.

Now the possibilities were endless and clients routinely ask Juniper Books to match a pantone color, a carpet sample, or a paint chip. Is there a color in your home that you would match your books to if you had the chance?

The second idea that Thatcher had for custom jackets was all about changing the style of the books. In a nutshell, could we make old books look like new books and new books look like old books? Thatcher used his grandmother's grease-stained *Settlement Cook Book* for one prototype, making a brand new jacket for it, giving the book new life and presence.

For another set of prototypes, Juniper Books printed leather-style jackets for



From these examples, the following advice emerges: Don't just fill your shelves. Think about your *intention*—what you are trying to accomplish with the books that you keep and display, and what story would you like to tell in a particular space about you and your family?

Remember, one room doesn't have to tell the whole story. Feel free to break your story apart and spread the narrative through different spaces, carrying the essence of you and your entire family throughout the home.

