



CHP's *Twinleaf* Places Focus on Internet Offerings

Twinleaf, the annual journal and catalog of the Thomas Jefferson Center for Historic Plants, has been the center's "public face" for 14 years. For this year's edition, that face has been updated.

Twinleaf made its debut in 1988 as a modest one-page list of garden seeds. The publication was then redesigned as a large-format broadsheet replicating the nursery catalogs of the 18th century that Jefferson would have known and used. For its 10th edition, *Twinleaf* was transformed into a handsomely designed booklet containing in-depth articles, updates on Monticello activities, and an expanded mail-order catalog of seeds, bulbs, plants, books, reproduction flowerpots, and other garden accessories.



The scope of *Twinleaf* was broadened in 1997, when CHP developed Monticello's first online store, featuring a limited selection of the catalog's offerings. Details of CHP's special plant collections at its Tufton nursery and an archive of past *Twinleaf* articles and features also were posted on the Web site.

The 2002 edition – *Twinleaf Online* – places an even greater emphasis on CHP's Internet presence, with the printed version presenting highlights of the more extensive offerings available on the Web.

On the Internet site, a portable document format, or pdf, option is now offered in addition to the standard document, or html, layout. This new viewing and printing option preserves the original look and design of the printed version. Greater speed

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and efficiency in the site's mail-order system has been achieved through use of a new retail program, the same one used by the Museum of Fine Arts, Boston, the San Francisco Museum of Modern Art, and the National Baseball Hall of Fame and Museum.

The virtually limitless capabilities of the Internet now allow CHP to offer a more extensive catalog, featuring 135 seed varieties with expanded descriptions and color images for each and a number of special items, including a Lewis & Clark Seed Sampler just in time for the bicentennial of the historic expedition. And, for easy access, a new address for the *Twinleaf* Web site has been established at www.twinleaf.org.

COMMENTS? newsletter@monticello.org