

Sign Painters Faythe Levine

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Sign Painters Faythe Levine

Artist Clark Byers may not be a household name, but if you've lived or traveled in the southeast U.S., you're probably familiar with his work.

There was a time, as recently as the 1980s, when storefronts, murals, banners, barn

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signs, billboards, and even street signs were all hand-lettered with brush and paint. But, like many skilled trades, the sign industry has been overrun by the techno-fueled promise of quicker and cheaper. The resulting proliferation of computer-designed, die-cut vinyl lettering and inkjet printers has ushered a creeping sameness into our visual landscape. Fortunately, there is a growing trend to seek out traditional sign painters and a renaissance in the trade. In 2010 filmmakers Faythe Levine, coauthor of *Handmade Nation*, and Sam Macon began documenting these dedicated practitioners, their time-honored methods, and their appreciation for quality and craftsmanship. *Sign Painters*, the first anecdotal history of the craft, features stories and photographs of more than two dozen sign painters working in cities throughout the United States. With a foreword by legendary artist (and former sign painter) Ed Ruscha, this vibrant book profiles sign painters young and old, from the new vanguard working solo to collaborative shops such as San Francisco's New Bohemia Signs and New York's Colossal Media's Sky High Murals.

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Today's crafters are no longer interested in simply cross-stitching samplers or painting floral scrolls on china. Instead, the contemporary craft movement embraces emerging artists, crafters, and designers working in traditional and nontraditional media. Jenny Hart's *Sublime Stitching* has revolutionized the embroidery industry. Each year Nikki McClure sells thousands of her cut-paper wall calendars. Emily Kircher recycles vintage materials into purses. Stephanie Syjuco manufactures clothing under the tag line "Because Sweatshops Suck." These are just some of the fascinating makers united in the new wave of craft capturing the attention of the nation, the *Handmade Nation*. Faythe Levine traveled 19,000 miles to document what

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has emerged as a marriage between historical technique, punk culture, and the D.I.Y. ethos. For *Handmade Nation* (along with the documentary film of the same name, coming in 2009) she and Cortney Heimerl have selected 24 makers and 5 essayists who work within different media and have different methodologies to provide a microcosm of the crafting community. Participants in this community share ideas and encouragement through websites, blogs, boutiques, galleries, and craft fairs. Together they have forged a new economy and lifestyle based on creativity, determination, and networking. Twenty-four artists from Olympia, Washington, to Providence, Rhode Island, and everywhere in between show their work and discuss their lives. Texts by Andrew Wagner of *American Craft Magazine*, Garth Johnson of *Extremecraft.com*, Callie Janoff of *the Church of Craft*, Betsy Greer of *Craftivism.com*, and Susan Beal, author of *Super Crafty*, supply a critical view of the tight-knit community where ethics can overlap with creativity and art with community. *Handmade Nation* features photographs of the makers, their work environment, their process, their work, and discussions of how they got their start and what motivates them. *Handmade Nation* is a fascinating book for those who are a part of the emerging movement or just interested in sampling its wares.

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"Social realism at its most vivid and vibrant. Images from an artist who witnessed a century of human struggle. Amazing glimpses of an age of change Stunning retrospective collection of a surrealist master. Not a well-known figure, Irving Norman created

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monumental works that depicted the world he saw and experienced throughout the decades from World War I into the 70's. There is a dark vision shaped by the wars and enormous change of his times as he saw it - war, revolution, industrialization, and the pace and crush of modern life. This collection attempts to bring Norman to a new position and appreciation among modern American masters."--GoogleBooks.

Typography is always one of the designer's first considerations when it comes to making a statement, and in recent years the world of lettering and type has exploded in an unprecedented wave of creative discovery. Contemporary artists, typesetters, and designers of all kinds are exploring new horizons in illustrated and hand-drawn lettering, digitally rendered lettering, and 3D lettering. This collection—large in scope but petite in size—surveys the recent lettering renaissance, showcasing a diverse range of talent in gorgeous, eye-catching examples and profiling today's innovators. In a stunning little package that expertly combines a handmade feel with a modern aesthetic, this is the ultimate inspirational collection of contemporary lettering for design buffs and type enthusiasts alike.

An authoritative resource for designers, typographers, signwriters, illustrators, pinstripers, and other creative professionals

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Need to produce some flyers? Want to draw up a logo for a band? Does your local speed shop need a T-shirt design? Don't want to use the same old computer fonts? Well let graphic designer and typography teacher Ivan Castro show you *The ABC of Custom Lettering*. This practical and inspirational workbook features easy-to-follow, step-by-step instructions for hand drawing a range of letterforms, from Modern Roman and Gothic through to Latin, Script, and Interlocked. Offering traditional instruction methods with a modern twist, this reference also comes with gallery sections for inspiration and accompanying projects to practice your technique.

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