

## The Well-Lettered Cat by Porter Evans; design by Edward Fierro

What happens when you combine "14 stripefaces with 26 typefaces"? The award-winning design and writing team of Edward Fierro and Porter Evans reveals some answers to that question in "The Well-Lettered Cat."

"Write what you know," as the saying goes, and the same idea certainly applies to artwork. As Ed Fierro and Porter Evans developed the concept for their first book, they looked for ways to draw on their past experience in the graphic design field and showcase their greatest strengths. Given Ed's

longtime interest in typography – he has written for many national design periodicals on the subject – an alphabet book seemed like a natural fit.

"This was a great opportunity to explore typographic imagery in ways that were more innovative than we've done in the past," he says. "Crafting letters into illustrations that advanced the story, yet maintained their identity and elegance, was a challenge."

It was important that the book have a compelling storyline as well, and for this, author Porter Evans drew inspiration from two favorite sources: cats and English literature. "We wanted to create something unusual, something that we hadn't seen done in either alphabet books or cat books, which are both very crowded markets," Porter notes. "The challenge for me as a writer was developing a tale that would take the cats from A to Z in an interesting way, while weaving in many typographical and literary allusions."

With a project this complex – "The Well-Lettered Cat" is a hardbound book with foil-stamping and a dustjacket, four-color endpapers, 26 typefaces (one for each letter), and more than 150 illustrations and photos inside – the new publishers looked to the experts at Ventura Printing to guide many of their decisions. "Combining photos from long ago with newer digital photos can be risky," Ed points out. "We didn't want the book to look like an odd assortment of snapshots. We relied on the pre-press team at Ventura to edit and enhance many of our original photos to improve their color and clarity."

"The contributions of Ventura Printing's staff were invaluable throughout the process," adds Porter. "They worked with us on this project from day one, and every technical decision from the selection of the stock to the color of the foil-stamp was made with their input. For their endless patience and support, we will always be most grateful."

It's a collaboration that has served them well in the past. Nancy Phinney, Westmont College's director of public affairs, has worked on many projects with Ventura Printing and the Evans/Fierro team, and says, "We've always been thrilled with the results. And as someone who likes cats and Victorian fiction, I'm very much looking forward to reading "The Well-Lettered Cat."

To learn more about "The Well-Lettered Cat" yourself, please visit <http://www.linesrampantpress.com>.

