

REINVENTING

LETTERPRESS

Inspirational Pieces By Contemporary Practitioners

CHARLOTTE RIVERS

Foreword by Yee-Haw Industries

RotoVision

Gilah Press + Design

Baltimore, Maryland, USA

These greeting cards were designed by Kat Feuerstein for Gilah Press + Design's Super Loud collection. The idea was to create a line of cards that was bold and graphically pleasing, with a focus on typography and pattern. They were produced on a 12 x 18 Chandler & Price press using a metal base and photopolymer plates. The perfect balance of impression, roller height, and ink quantity was needed in order to get solid coverage on the type, while maintaining detail in the small patterns.



Gilah Press + Design / Ice Cream Social

Baltimore, Maryland / New York, New York, USA

This wedding suite was designed by Ice Cream Social (see also pages 98–99) and printed by Gilah Press. After talking with the couple, the designers decided to represent the fruits of their home states—the apple (New York) and the peach (Georgia). The main logo was inspired by vintage fruit wrappers, and the cloth pouches also nod to old jelly jar lids covered in fabric. “We think these beautiful invitations set the mood perfectly for an upstate New York summer wedding, while also bringing in some Southern charm,” explains Jennifer Perman of Ice Cream Social. The invites were printed on a 12 x 18 Chandler & Price press using photopolymer plates and a metal base.

