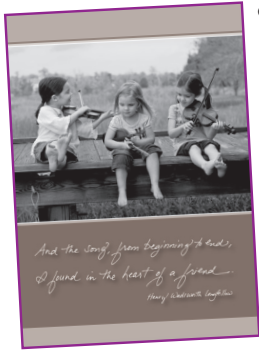


IN THEIR OWN WORDS

Artists' inspirations behind their designs

We asked three artists featured in this edition of the Greeting Card Gazette what inspired them to create their designs. Here are their stories.

"My dear friend asked me to photograph her three little girls with their 'mini violins' before they outgrew them. They played for me



on the pier near my home, and as they were playing 'Amazing Grace,' this particular photo was shot. After the photo shoot, I knew

Serene, joyful and touching prints from **Bonair Daydreams** (888/2-BONAIR or www.bonairdaydreams.com) are available as 11" x 14" framed prints. Shown is a new design with a sentiment that reads, "And the song, from beginning to end, I found in the heart of a friend." Suggested retail: \$15.

that with the right quote, this would be a great card idea. After searching hundreds of music quotes, [Henry Wadsworth] Longfellow's quote seemed to be the perfect match. Then I was searching for a new series title for my new designs, and I decided on the Harmony series so I could use this darling image on the front of my new catalog page. It was amazing how all the pieces fell into place — it was very inspiring to me."

-Chrissy Marsh, founder of Bonair Daydreams

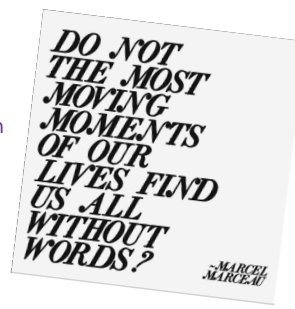
"Our design inspiration always comes from the individual message and personality of each quotation. Each one is unique. Our goal is to bring the quotation to life with typography.

"In the case of this Marcel Marceau card, it's such a simple, powerful quotation — we wanted a look that would let the quote 'speak' for itself. We were going for soft without letting it get mushy. Hopefully we achieved that!"

-Dallas Dellinger Hlatky, art department assistant at Quotable Cards

Design-driven greeting cards from **Quotable Cards** (212/420-7552 or

www.quotablecards.com) are printed with vegetable-based inks in the U.S. on 100-percent post-consumer recycled paper using certified wind-power. They are also FSC-certified, carbon-neutral and acid- and chlorine-free. Suggested retail: \$2.95.



"A Touch of Yellow in New York City is a greeting-card line inspired by the everyday life I experience as a New York City local. These have been inspired by living here and seeing what happens on the street, on the rivers, on the subways and so on. These images are taken with black-and-white film, and then a touch of yellow is added for emphasis. Each notecard has a bit of history or piece of trivia about the city where sometimes the information is unexpected.

"I designed the logo for this line using the iconic yellow taxicab. The envelopes are the yellow of the cabs. I stood on the street with a few samples

and held them up to the cabs as they drove by to get the best yellow for the envelope. Then I matched the yellow in each card design. This line is as true to NYC as one can get.

"This line came out of customers/retailers asking for more NYC cards. As I looked at what was offered, I knew there was a niche for something better, a quality card that would have people talking. Something that reminded them of a NYC moment they had, a place they visited or a piece of information that they never knew. These cards are printed right here in NYC. I believe keeping things local is the best thing for creativity and the economy.

"The East River Mystery design has a typical NYC skyline. But when you open the card and read about the East River, something unexpected is revealed. Only a local would catch this.

"You Call This a Deck? is a card designed with my dog out on the fire escape. This is a scene that not everyone would know unless they are apartment dwellers. The inside history describes tenement living at the turn of the century."

-Teresa Kruszewski, owner/photographer/designer of 51Art