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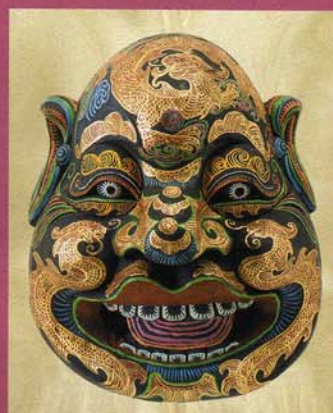
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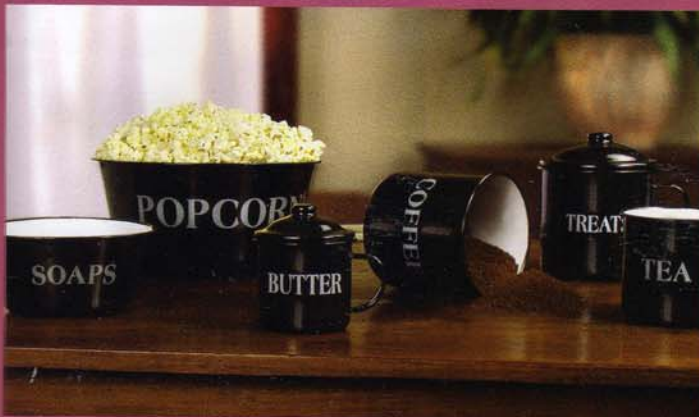
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GREETING CARD GAZETTE

Class of 2004

AN ONGOING SERIES PROFILING THE STATIONERY INDUSTRY'S NEWEST ADDITIONS

by Pamela Graves

In this installment of the "Class of 2004," meet three up-and-coming manufacturers and designers transforming greeting cards and stationery into their own unique statements.



CalligraphyDogs, featuring the artwork of Elizabeth Stewart, is the latest addition to a line of products featuring pen and ink calligraphic animal gestures. A cat-themed line is also available. From **CalligraphyPets**, 3123 Childers St., Raleigh, NC 27612; 919/271-0668 or **Circle No. 470**

CALLIGRAPHYPETS

Pet lovers with a sense of style will appreciate CalligraphyPets, a company that produces note cards featuring pen and ink calligraphic cat and dog gestures.

The line features the artwork of Elizabeth Stewart. Growing up on a farm in Michigan, Stewart embraced the grace and beauty that encompassed the world and has incorporated that understanding into the CalligraphyPets line. The simplicity of natural lines, the grace of form, and the unique nature of animals are all part of Stewart's work.

The company debuted in the spring of 2003 with the introduction of CalligraphyCats, a line of eight cat gestures inspired by the grace and elegance that cats demonstrate every day. The line, available in greet-

ing cards, prints, and limited edition originals, features such familiar cat gestures as Pouncer, Bouncer, Purreth, Runneth Away, and more.

Most recently, Stewart introduced CalligraphyDogs featuring Fetcher. This line of eight illustrations continues the form of the animal theme, profiling familiar and enchanting dog "poses." Like the CalligraphyCats line, this assortment is available as greeting cards, prints and limited edition original illustrations. Eight images are offered, including Jumper, Await, and Pointer.

"The original pen and ink cat illustrations [of the CalligraphyCats line] were developed through an in-depth study of our pet cats," Stewart explains. "They were developed by observing the simplicity of feline body language and the graceful form they demonstrate. Thus the calligraphy gestures were extracted and highlighted to represent not just one breed of cat, but all breeds."

WANART LLC

Ethnic group populations are growing at a rapid pace and multiculturalism is continuing

to spread in this country. As a result, the demand for product lines inspired by different cultures will continue to grow.

This country's Asian/Pacific Islander population has emerged as a potent consumer force that commands over \$400 billion in disposable income, and spends lavishly on gift items that reflect and respect their cultural heritage. While many of us are familiar with lines targeting the African-American and Hispanic demographic, the 13.1

million Asian/Pacific Islander population has not been appropriately celebrated. That is, until WanArt introduced its line of Asian-inspired greeting cards.

The inspiration of acclaimed graphic artist, Joyce Wan, WanArt's line combines charming characters of her own creation with concepts and situations that pay homage to her parents' Chinese traditions and culture.

"I've always had a hard time finding fun, culturally appropriate greetings for my friends and family," says Wan. "After looking for Lunar New Year cards without much luck, I decided to make my own." The result was WanArt's Zodiac Babies, a collection of cards depicting the 12 animals of the Chinese Zodiac.

Also available from WanArt is the new Chinese Characters collection, featuring elegant Chinese calligraphy of words and phrases — from "Thanks" to "Peace" to "Good Luck" — illuminated with decorative motifs inspired by the traditional Chinese folk art of paper cutting. The meaning of the terms and motifs contained in each card is explained on its back, transforming a simple greeting into a cross-cultural encounter.

Each WanArt card measures 5.25"x5.25" and is individually wrapped in a clear cellophane sleeve with a matching square white envelope. Special envelopes that do not require additional postage are also available.

"Asian culture has become increasingly popular in American society at large," Wan concludes. "Thus our cards are a suitable product for anyone — Asian and non-Asian alike — who



Acknowledging Asian and Asian-American traditions, Zodiac Babies greeting cards (left) depict the 12 animals of the Chinese Zodiac while the Chinese Characters collection features Chinese calligraphy enhanced with decorative elements. From **WanArt LLC**, 160 West End

ve., #19L, New York, NY 10023; 646/342-4818 or **Circle No. 471**