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LINOTYPE  
**PALATINO**  
 a hermann zapf original

abc  
 def gh i j k l m n o p q r s t u v w x y z

1234567890

1234567890  
 abcdefghijklmnopqrstuvwxyz

Zapf considers "Linotype Palatino," released in 1998, to be the definitive version of his typeface. But imitations abound, including URW Palladio, Zapf Calligraphic, and the most blatant rip-off: Monotype's Book Antiqua, which is included with all Microsoft products.

**Concept:** Type specimen for a "Humanistic" font family. 15" x 10".

**PA**BbCcDdEeFf  
 GgHh**La**Jj  
 Kk**Ti**Mmno  
**NO**ptQqRrSsIi  
 UuVvWwXxYyZz

Palatino was created by Hermann Zapf in 1948 for the Linotype foundry in Bad Homburg, Germany. Inspired by the humanistic letterforms of the Italian Renaissance, it features a larger x-height, wider bowls, and shorter ascenders and descenders than its predecessors. These proportions increase its legibility at small sizes and make Palatino a popular choice in book publishing.

"I do not try to dance better than anyone else.  
 I only try to dance better than myself."  
 — Mikhail Baryshnikov

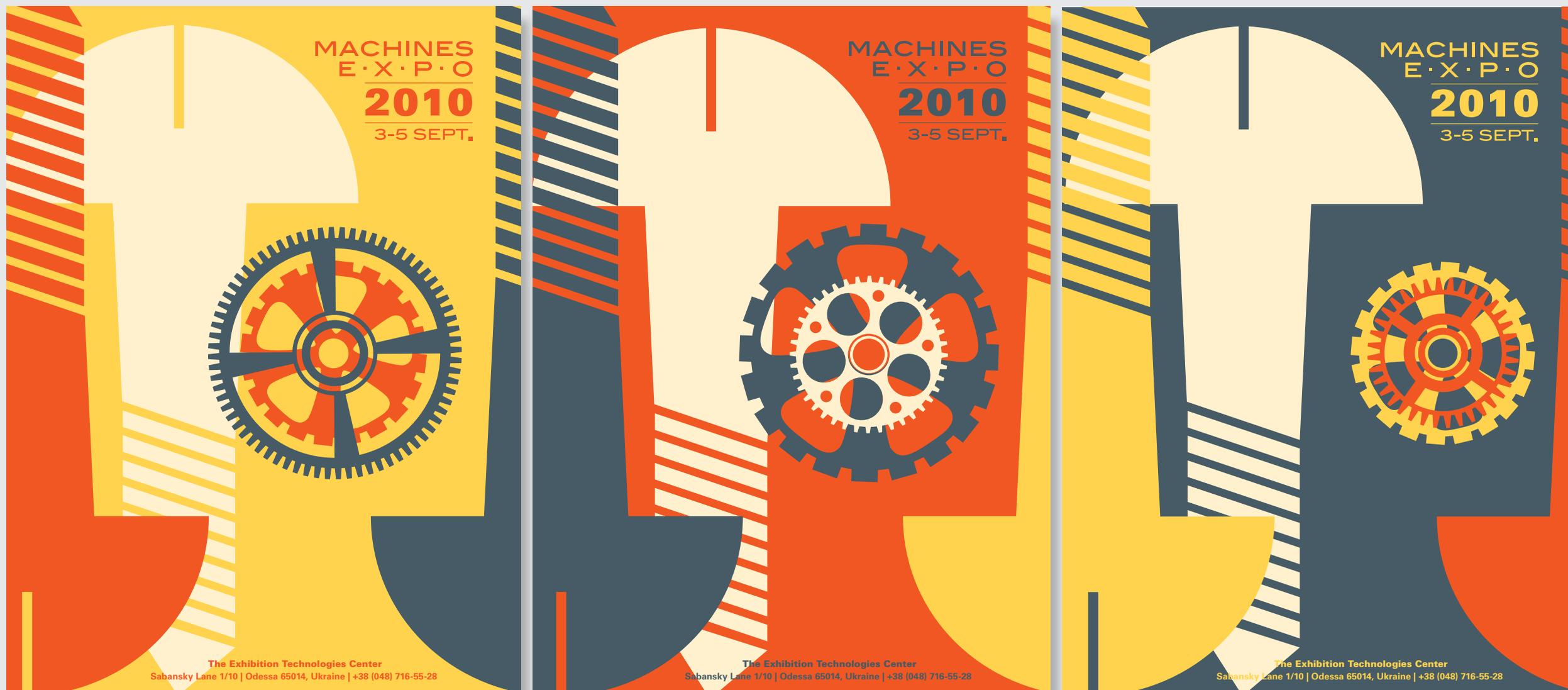
**ITALIC**  
 Aa Bb Cc Dd Ee Ff Gg Hh Ii  
 Jj Kk Ll Mm Nn Oo Pp Qq Rr  
 Ss Tt Uu Vv Ww Xx Yy Zz  
 1 2 3 4 5 6 7 8 9 0

**BOLD ITALIC**  
 Aa Bb Cc Dd Ee Ff Gg Hh Ii  
 Jj Kk Ll Mm Nn Oo Pp Qq  
 Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1 2 3 4 5 6 7 8 9 0

**BOLD**  
 Aa Bb Cc Dd Ee Ff Gg Hh Ii  
 Jj Kk Ll Mm Nn Oo Pp Qq  
 Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1 2 3 4 5 6 7 8 9 0



**Concept:** Brochure cover for a themed garden featuring native Japanese flora and fauna within a larger botanical park in Boylston, MA. 8" x 8".



**Concept:** Series of three 18" x 24" event posters that can work together or independently.



**Somerville Homeless Coalition**

*support. housing. community.*



**Michael Libby**

*Director of Programs & Development*

[milibby@somervillehomelesscoalition.org](mailto:milibby@somervillehomelesscoalition.org)

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*support. housing. community.*

One Davis Square  
Somerville, MA 02144

T 617.623.6111 • F 617.776.7165  
[www.somervillehomelesscoalition.org](http://www.somervillehomelesscoalition.org)



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**Concept:** Logo and stationery for a local charitable organization.

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THE SEASONAL  
*Baker*

recipes that highlight  
the very best  
of what's around

**Concept:** Cookbook cover and one sample interior spread. Process included providing all items, set design, and art direction of photographers. 9" x 11".

by **Fulla De Zert**

with a foreward by *Alice Waters*



photos: Joe Connolly, Stephanie Hojige, & Ken Leung

# Thumbprint Cookies

*In the depths of winter, these rich cookies bring back the fruity flavors of summer. Wrap yourself in a blanket and enjoy them with a steaming mug of tea.*

## INGREDIENTS

- 2 cups all-purpose **flour**
- ½ teaspoon **baking powder**
- ½ cup + 1¾ cups chopped **pecans** or **walnuts**
- 1 cup (2 sticks) **butter**, softened
- ½ cup granulated **sugar**
- 1 teaspoon **vanilla extract**
- 1 large **egg**
- your favorite flavors of **jam** or **marmalade**

## DIRECTIONS

In a small bowl, whisk together **flour**, **baking powder**, and ½ cup **nuts**. In a large bowl, beat **butter** until creamy. Add **sugar** gradually until mixture is light and fluffy. Beat in **vanilla** and **egg**. Gradually add **flour mixture**, mixing until just blended.

Scrape dough onto a piece of plastic wrap. Use the wrap to shape the dough into a thick slab. Refrigerate wrapped slab until dough is firm, at least 1 hour (or overnight).

Preheat oven to 350°F.

Place 1¾ cups chopped **nuts** in a small bowl. Roll dough into 1-inch balls between your palms. Roll each ball in the chopped nuts until covered completely. Alternatively, scoop up a portion of nuts with one hand and gently press a dough ball into them with the other.

Place dough balls about 2 inches apart on cookie sheets. Make an indentation with your thumb in the center

of each ball to make a deep well. Be careful not to go all the way through to the bottom of the cookie!

Bake until very light golden brown on top and dry to the touch — about 15 minutes. The cookies should retain their shape if you lift them to look at their bottoms.

Let the cookies cool for a few minutes. Use a teaspoon, small butter spreader, or demitasse spoon to fill the indentations with your favorite **jam**. Or jams—we've had great results with a combination of blueberry, raspberry, and apricot. The bright colors will give your cookie plate a beautiful jewel-tone appearance.

**NOTE:** If your preferred jam is syrupy rather than thick, you may wish to keep the cookies un-filled until serving, as they could get soggy. They keep nicely in an airtight container at room temperature.

**DISCOVER AMERICA**  
discoveramerica.com  
1100 New York Avenue NW, Suite 450  
Washington, DC 20005

Welcome to the wide-open spaces! North Dakota's national park, historic sites, and grasslands, as well as state parks, lake regions, scenic drives, byways, wildlife refuges, prairie wetland regions, and forests, are filled with abundant wildlife and gorgeous vistas. Visit [ndtourism.com](http://ndtourism.com) for more information.



**DISCOVER AMERICA**  
discoveramerica.com  
1100 New York Avenue NW, Suite 450  
Washington, DC 20005

West Virginia is the outdoor recreation capital of the East. Here you'll find everything you need for a great outdoor adventure. From world-famous whitewater rivers to challenging mountain bike terrain and extensive trail systems, to great skiing, hunting and fishing, West Virginia's outdoors are yours to discover. Visit [wvtourism.com](http://wvtourism.com) for more information.

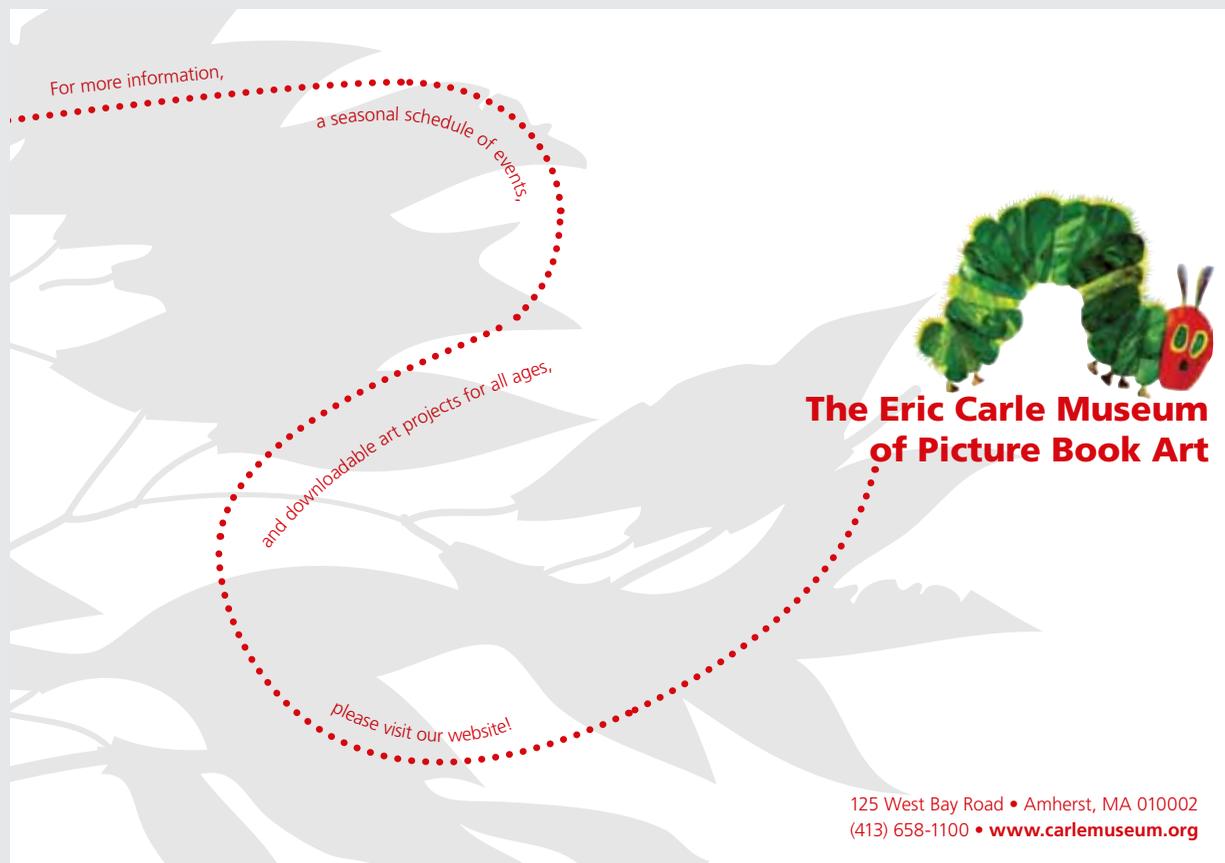


**DISCOVER AMERICA**  
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A relaxing escape, the Georgia coast has it all — from miles of shoreline and windswept dunes to historic port cities like Savannah, home to numerous nationally-ranked restaurants. Visit [exploregeorgia.org](http://exploregeorgia.org) for more information.



**Concept:** Series of postcards advertising vacation opportunities within the United States. Complete campaign would include one postcard from each state. 7" x 5".



**Concept:** Brochure (5" x 7") for an all-ages art museum in Amherst, MA. Cover and two sample spreads are shown.



## About Us

The Eric Carle Museum of Picture Book Art seeks to inspire an appreciation for and an understanding of the art of the picture book. Since 2002, we have worked to build appreciation of art of every kind and to support the development of literacy. We celebrate the art of the picture book from around the world and provide interactive experiences and programs that are engaging and educational for all ages. We foster connections between visual and verbal literacy and provide visitors of all ages with the opportunity to explore their own creativity.

This museum was co-founded by Eric Carle, the renowned author and illustrator of more than 70 books, including the classic *The Very Hungry Caterpillar*, and his wife Linda. It is the first full-scale museum in this country devoted to international picture book art—the art we know first!

### Friendly reminders

**Look with your eyes.** Touching art can damage it.

Encourage little ones to stay close and **walk, not run.**

Please **check large or bulky bags** before entering the Galleries.

Food and drink are permitted **only in the Café or outdoors.**

**No photography in the galleries,** please. Flashes can damage art, and much of the artwork is copyright-protected.

**Silence all cell phones** and beeping devices inside the Galleries.

**Smoke in designated outdoor areas only.**

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## Map



### 1 Great Hall

2 Auditorium  
Watch a performance, film, or lecture

### 3 West Gallery

### 4 Central Gallery

### 5 East Gallery

Explore exhibitions of picture book art from around the world

### 6 Reading Library

Enjoy a regularly-scheduled story-time, or settle down with one of your family's favorites

### 7 Café and Indoor Picnicking Area

### 8 Terrace

Take a break outside and enjoy a picnic or... a cartwheel!

### 9 Art Studio

Create your own masterpiece with the help of materials and projects that complement what you've seen

### 10 Museum Shop

### Be sure to visit:

Our three Galleries dedicated to exhibitions of picture-book art;

A hands-on Art Studio for creating masterpieces of one's own;

An Auditorium for performances, films, and lectures;

A comfortable Library for reading and storytelling;

A Café serving simple and delicious fare; and

A Museum Shop stocked with picture-book favorites and creative gifts.

## Current Exhibitions

### In The East Gallery

#### Monsters and Miracles: A Journey through Jewish Picture Books

October 15, 2010–January 23, 2011

A collaboration with the Skirball Cultural Center in Los Angeles and the Yiddish Book Center, this ambitious exhibition explores the evolution of Jewish picture books from illuminated manuscripts, alef-bets [books of Hebrew letters], and Passover Haggadot to stories of monsters [golems, dybbuks, and wild things], life in the shtetl, and the role of migration in Jewish life. Curated by Ilan Stavans, Lewis–Sebring Professor of Latin American and Latino Culture at Amherst College, and independent scholar, Neal Sokol, the exhibition comprises a “who’s who” of picture-book artists, including, among others, Mordicai Gerstein, Nonny Hogrogian, Trina Schart Hyman, Maurice Sendak, Uri Shulevitz, and William Steig. An 80-page illustrated exhibition catalog is available for purchase.

Additional programming is next door at the Yiddish Book Center. During this exhibition's run, members of this museum receive a 15% discount at the YBC Store, and members of the YBC receive 15% off at our Museum Shop!

### In The Central Gallery

#### Leo Lionni: Geraldine, the Music Mouse

April 29–November 28, 2010

In celebration/observance of the centenary of the birth of the beloved artist Leo Lionni, the Carle is mounting a small exhibition in its Central Gallery of *Geraldine, the Music Mouse*, borrowed from the Lionni family. Best known for his collage technique and gentle social commentary, Leo Lionni was inspired to create by his grandchildren, Annie and Pippo. Lionni got Eric Carle his first job when Eric returned to America in 1952, and although they were not close socially, their work shares elegant design and big stories told through humble animals.

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### In The West Gallery

#### Eric Carle: A Feast for the Eyes

September 21, 2010–March 20, 2011

Join us for a smorgasbord of picture-book art that explores the unique role food plays throughout children's literature. The works of Eric Carle, as well as the works of other artists from our permanent collection, illustrate a range of themes, from food as basic sustenance to food as the center of family social life. For Carle, for example, food has been a leitmotif—famously, a caterpillar storing up food for its transformation into a butterfly, and with equal determination, a little boy making pancakes truly from scratch. Additional events highlighting the exhibits are planned in our reading library, auditorium, and art studio.



From: *Walter the Baker* by Eric Carle

### Upcoming exhibitions

#### Partners in Wonder: Selections from the Collection of Jane Yolen

In the Central Gallery December 14, 2010–May 1, 2011

#### What a Circus! The Art of Etienne Delessert

In the East Gallery February 8–June 5, 2011

#### Tomi Ungerer

In the East Gallery June 21–October 9, 2011

#### Jules Feiffer

In the East Gallery October 25, 2011–January 22, 2012

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T-shirt template by JovDaRipper [jovdaripper.deviantart.com]

**Concept:** Two-color T-shirt for the Arnold Arboretum's annual festival, Lilac Sunday, which features tours of the lilac gardens, dance performances, picnicking, and other family-friendly activities. Scalable vector graphic.

He challenged the greatest empire on earth with a ragtag bunch of renegades—and brought it to its knees. *Empire of Blue Water* is the **real story** of the pirates of the Caribbean.

**H**enry Morgan, a twenty-year-old Welshman, crossed the Atlantic in 1655, hell-bent on making his fortune. Over the next three decades, his exploits in the Caribbean in the service of the English became legendary. His daring attacks on the mighty Spanish Empire on land and at sea determined the fates of kings and queens, and his victories helped shape the destiny of the New World.

**M**organ gathered disaffected European sailors and soldiers, hard-bitten adventurers, runaway slaves, and vicious cutthroats, and turned them into the most feared army in the Western Hemisphere. Sailing out from the English stronghold of Port Royal, Jamaica, “the wickedest city in the New World,” Morgan and his men terrorized Spanish merchant ships and devastated the cities where great riches in silver, gold, and gems lay waiting. His last raid, a daring assault on the fabled city of Panama, helped break Spain’s hold on the Americas forever.

**Empire of Blue Water**

Stephen Talty



“Talty’s vigorous history of 17<sup>th</sup>-century **pirates of the Caribbean** will satisfy even fickle Jack Sparrow fans... A pleasure to read from bow to stern. (Grade: A)”  
—**Entertainment Weekly**

# Empire Of Blue Water

**Captain Morgan’s Great Pirate Army,  
the Epic Battle for the Americas,  
and the Catastrophe That Ended  
the Outlaw’s Bloody Reign**

Stephen Talty

# GRATE

## expectations



**GINGER**  
**EXPLOSION** <sup>2</sup>

Wed Jan 26 | 6:30–8:30 PM | \$13  
PA's Lounge, 345 Somerville Ave, Union Square  
Buy tickets online at [gingerexplosion.eventbrite.com](http://gingerexplosion.eventbrite.com)

Produced by the [Somerville Arts Council](http://somervilleartscouncil.org) [somervilleartscouncil.org]  
and [@eatBoston](https://twitter.com/eatBoston) [twitter.com/eatBoston]

**Concept:** Poster series advertising an *Iron Chef*-style competition between local chefs with ginger as the key ingredient. Process included providing all items, set design, and art direction of photographers. 17" x 11".

pre  
**PARE**  
for  
battle



**GINGER**  
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and [@eatBoston](https://twitter.com/eatBoston) [twitter.com/eatBoston]

**ROOT**  
for  
your  
favorite



**GINGER**  
**EXPLOSION** <sup>2</sup>

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Produced by the [Somerville Arts Council](http://somervilleartscouncil.org) [somervilleartscouncil.org]  
and [@eatBoston](https://twitter.com/eatBoston) [twitter.com/eatBoston]



It's our birthday.  
Help us help them.

the 25th anniversary campaign



617-623-6111 • [somerillehomelesscoalition.org](http://somerillehomelesscoalition.org) • P.O. Box 440436 Somerville, MA 02144

**Concept:** Marketing campaign for a non-profit or charitable organization on the occasion of its 25<sup>th</sup> anniversary. Elements include a magazine spread (8½" × 11"), postcard mailer (4" × 6"), and discount card.



Postcard—Front.



Postcard—Back.



Discount Card—Front.



Discount Card—Back.

**Aili Contini-Field**

Graphic & Web Designer

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