

An Evening with Frank Newfeld

Thursday, April 2nd

The Alcuin Society is delighted to announce that one of the judges of the Alcuin Society's 27th Annual Awards for Excellence in Book Design in Canada has agreed to give a talk on the Thursday evening preceding the competition, during this rare trip to Vancouver.

One of the original judges at the first Alcuin book design competition, **Frank Newfeld**, book designer, illustrator, art director, and former Vice President, Publishing at McClelland & Stewart, will share some of his thoughts on illustrated books, particularly those for the younger reader. This should be of special interest to fans of Newfeld's illustrations for *Alligator Pie* (poems by Dennis Lee).

Educated in England, Frank Newfeld immigrated to Canada in 1954, after having spent a few months here back in 1947. On his return he founded his own design company in Toronto. In 1956 Newfeld, along with Frank Davies, Leslie (Sam) Smart and John Gibson founded the Society of Typographic Designers of Canada (TDC). He was elected president of the Society in 1959, the year that it received its Ontario charter. In the early sixties Frank joined the firm of McClelland & Stewart as art director, and was appointed to the board of directors in 1963. He held the position of Vice President, Publishing, when he resigned in 1970 to form his own company again.

Over his career Newfeld has designed, illustrated and/or art directed well over 600 books for publishers and art galleries in Canada, Israel, the United Kingdom and the United States. He has won over 170 awards. He is a Fellow of the Society of Graphic Designers of Canada, and a member of the Royal Canadian Academy. For many years he was associated with Sheridan College where he served first as an instructor of illustration, and later as Head, Illustration Program.

This co-sponsored free event is brought to you by The Alcuin Society, in cooperation with The Graphic Designers of Canada – British Columbia (GDC – BC), the Canada Council Book Publishers Promotion Fund, Communications Designers of Toronto (CDOT), and the Writing & Publishing Program of Simon Fraser University.

Place: Fletcher Challenge Room, Simon Fraser University – Harbour Centre
2300 - 515 West Hastings St., Vancouver BC

Date: Thursday, April 2nd, 7:00 pm

Copies of Mr. Newfeld's recent memoir, *Drawing on Type* (The Porcupine's Quill,

2008), will be available for purchase and signing.

Free – Open to the Public

Space is limited; reservations suggested.

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