



# Follow-Up

## Tom Hutchinson Toronto, Ontario

Tom Hutchinson continues to specialize in showcards and promotional signs, just as when he was first featured in the Spring 1981 issue of SignCraft. Tom decided to serve this market exclusively back when he opened his one-man shop, Art Graphics, seventeen years ago.

"Generally speaking," says Tom, "the work includes a variety of things for many different types of clients. There are showcards for restaurants, in-house advertising for a large hospital, banners for tour boats down on the lake. One of my regular projects is the 'weekly special' signs for a major grocery store chain up here. This is work that could be printed, but they prefer the look of hand lettering. It's a day's work each time, done with pen and brush, and a semi-casual look."

There have been a few minor changes at the shop, and one has been a change in Tom's style. He is using more lower case lettering than before, and has been developing one upper and lower case serif letter in particular. It lends itself to the brush and works well in many design situations.

"I bounce the letters a little," he says, "so they aren't sitting straight on the line. I usually do this vertical, rather than italic, and condense the letter quite a bit. The whole thing was a bit of an accident, but I thought it looked kind of interesting so I've applied this style to other situations, large and small. I've even used it for secondary copy on some rather big banners and it works well."

Another change has been the increase in the number of outdoor signs Tom has been doing. Most of this has been in the form of banners and temporary promotional signs on hard-board. One thing Tom doesn't do much of is the work most commercial sign shops consider routine — truck



32-by-44-inches, showcard



23-by-44-inches, showcard



18-by-24-inches, showcard



24-by-48-inches, plywood

lettering, plywood signs, and window lettering.

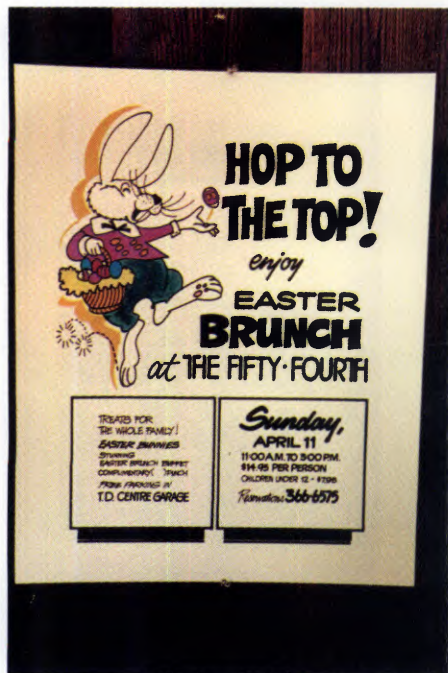
"I could go to someone's shop," says Tom, "and letter a couple of trucks, but I'm going to miss a couple of people who might have stopped by my shop to see me with more work. It would interrupt my routine,

so it's not productive for me to take that sort of work. I prefer to leave that to the shops that specialize in such work."

Tom says business has been good for the past couple years. He feels 1987 may turn out to be one of his best years in a long time. His en-

thusiasm for the work hasn't waned, either.

"I'm still enjoying it as much as I ever did," says Tom. "As a matter of fact, even more. I just wish I had more time to spend on designs. Most things have to be done pretty quick, since many customers are not willing



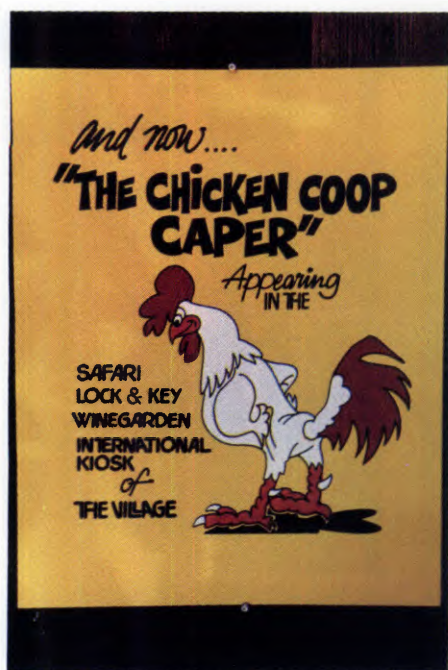
22-by-28-inches, showcard



16-by-22-inches, showcard



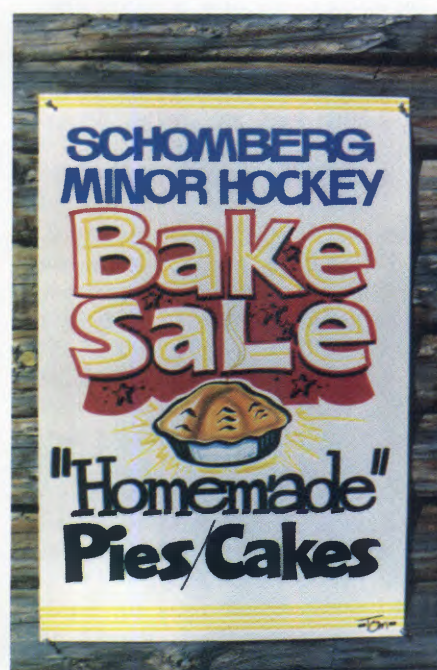
22-by-28-inches, showcard



22-by-28-inches, showcard



19-by-26-inches, showcard



22-by-32-inches, showcard

to pay for the extra time it takes to put together an extra special design. Most customers don't want to spend

the extra \$30 or \$40 for a cartoon or an elaborate border. I do get to do it now and then, though, and it adds so

much to a sign. I enjoy all the work, but that's even more fun."



14-by-22-inches, hardboard



18-by-22-inches, showcard



12-by-12-inch, showcards



19-by-26-inches, showcard