




At this point, my work and my life are totally, inextricably combined—you can't separate one from the other and that's just the way I like it.

Louise Fili



BOOKS

Learn how Louise Fili creates her unique and ingenious creations as she shares her design process across a variety of fields and styles, from early sketches to final designs. Accompanying essays and vignettes provide background for her research, brainstorming, and design process, still done mostly by hand.

WALKER ART CENTER PRESENTS

OF THE ELEGANCE of *Typography*

By *Louise Fili*

LOUISE FILI

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Walker Art Center
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The Artist

Louise Fili (Principal), a connoisseur of Italian visual culture, is an internationally celebrated creative director, graphic designer, type designer, and author. Formerly senior designer for Herb Lubalin, Fili was art director of Pantheon Books from 1978 to 1989, where she designed close to 2,000 book jackets. She has received Gold and Silver Medals from the Society of Illustrators and the New York Art Director's Club, the Premio Grafico from the Bologna Book Fair, and three James Beard award nominations.

ART & WORK

Via Carota

Via Carota, a West Village gastrotecca, is named after a street in the Tuscan town of Bagno a Ripoli. The typography of early twentieth-century Italian posters inspired the logo design and influenced the brand identity. The New Yorker called Via Carota "New York's Most Perfect Restaurant."



The chunky, two-tone typography of 1930s Spain inspired the type treatment for this restaurant. Blown up to fill the dimensions of the various menus, the bold logo treatment made for a memorable graphics system.





Magnolias

Mary's Magnolias' personal care products (soaps, hand and body lotion, and bath cubes) are handcrafted in small batches from magnolia flowers and oils harvested from the family's 800-acre farm in Florida.

Late July

Vintage cracker graphics inspired the design of the Late July packaging. All type on the front panel of the box is hand lettered, including the net weight.

