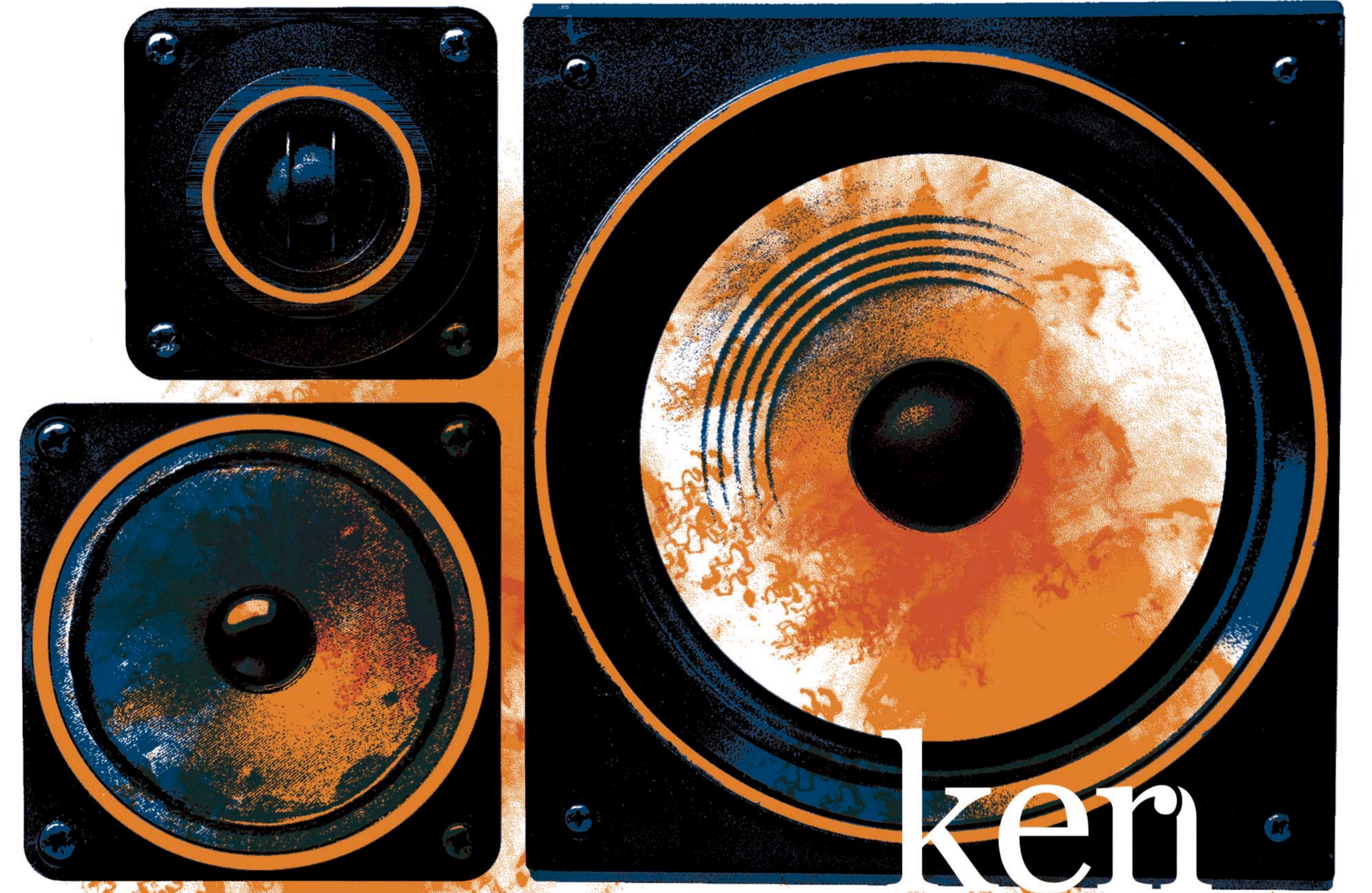
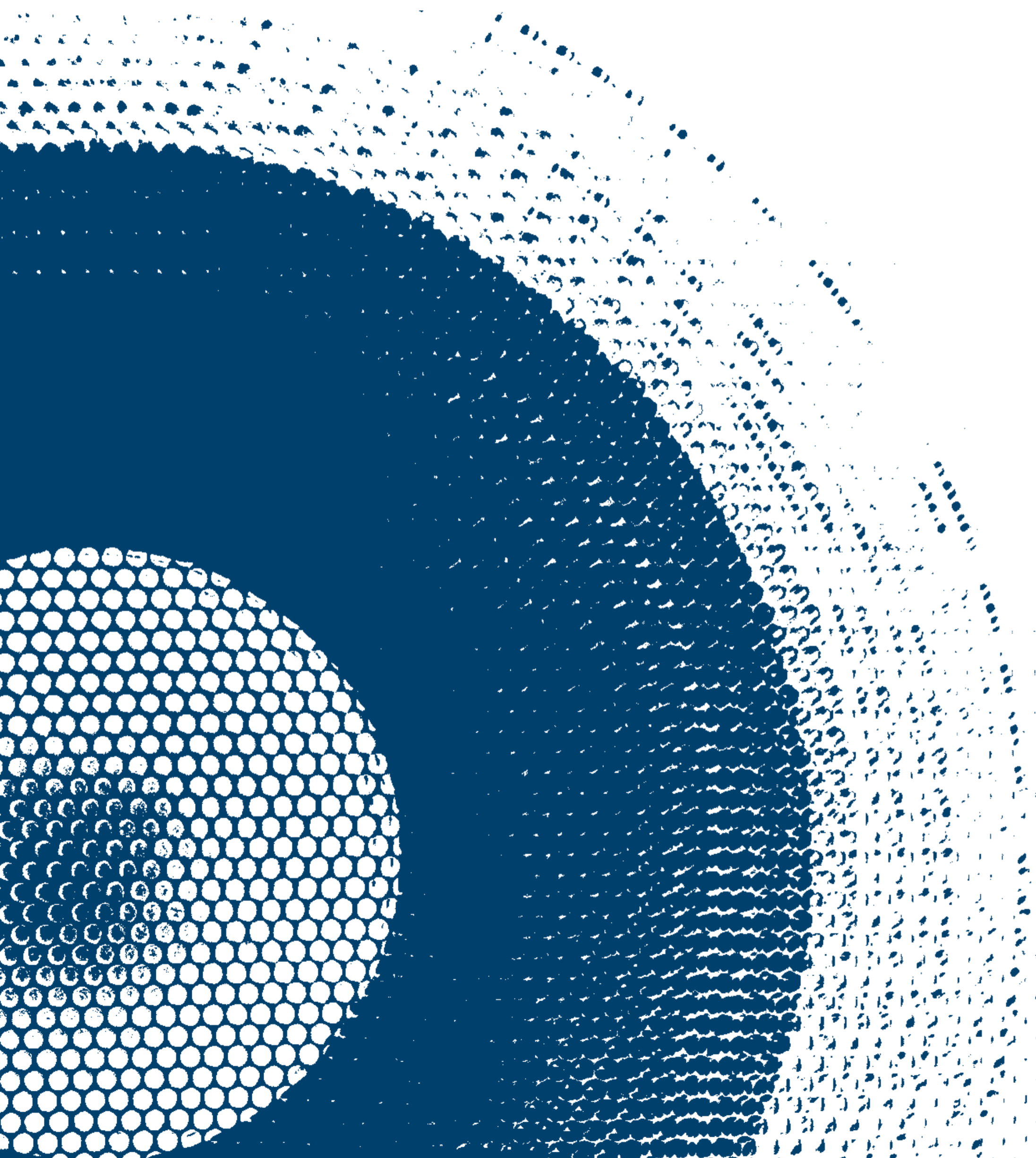


THE ART DIRECTORS CLUB OF TULSA

P.O. Box 14228


Tulsa, OK 74159-4228



WWW.ARTDIRECTORSOFTULSA.ORG

Design: Becky Gelder @ David Clark Design | Printer: Scott Fowler @ Odyssey Printing

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"Pandora (you name it - I have a station for it), itunes - indiePopRocks, and Kuvo.org - streaming commercial-free jazz."

— Jimmy Diffie, *Braincrumbs*

WHAT ARE YOU LISTENING TO?

"My playlist these days includes: Amos Lee, Citizen Cope, Trespassers William, Joshua Radin, Athlete, Antibalas Afrobeat Orchestra, Iron & Wine, Michael Franti, Tom Brosseau, Thievery Corporation, Sufjan Stevens, RJD2 and Kunek."

— Katie Steiner, *freelance designer*

"Here's what's on the iPod - Okies: Aqueduct - *I Sold Gold*, Ester Drang - *Rocinate*, Rewake - *Bohemian Dream*. Others: The Books - *Lost and Safe*, Animal Collective - *Feels*, Fiery Furnaces - *EP*, Boards of Canada - *The Campfire Headphase*, Rogue Wave - *Descended Like Vultures*, Broken Social Scene - *Broken Social Scene*, Sufjan Stevens - *Illinois*, and M.I.A. - *Arular*."

— Jeremy Charles, *New Medio*

"Here's what I'm listening to...Jenny Lewis with the Watson Twins - *Rabbit Fur Coat*, Clap Your Hands Say Yeah - *self-titled*, Arctic Monkeys - *Whatever People Say I Am That Is What I Am Not*, Cat Power - *The Greatest*, She Wants Revenge - *self-titled*, Hard-Fi - *Stars of CCTV*."

— Jeff Snodgrass, *Bank of Oklahoma*

"Brendan Benson - *Alternative to Love* and Mary J Blige - *The Breakthrough*."

— Stephanie Cole, *Ralph Cole Photography*

"In heavy rotation at the moment: Nada Surf - *The Weight Is A Gift*, Aesop Rock - *Labor Days*, Kings of Leon - *Aha Shake Heartbreak*, and Elliott Smith - *Figure 8*."

— Mark Sloan, *MargeotesFertittaPowell*

"Bright Eyes - *I'm Wide Awake, It's Morning*, Fiona Apple - *Extraordinary Machine*, Kate Bush - *Aerial*, Miles Davis - *Kind Of Blue*, Neil Diamond - *12 Songs*, Sufjan Stevens - *Illinois*, Wilco - *Kicking Television: Live In Chicago*."

— Scott Raffé, *Raffé Photography*



Jeff Kleinsmith is one of Seattle's most prolific and innovative poster artists. An extremely avid music fan, Jeff spent a seemingly productive portion of his youth in Corvallis, OR, flipping through his record collection, listening to records, obsessing about posters and album covers.

In 1990, Kleinsmith moved to Seattle with the band and started freeloading around the offices of local music rag *The Rocket*. He was drawn to artists and designers like Lisa Orth, Art Chantry, and Mike King, and was influenced especially by the design of *The Rocket*. After Chantry left for the last and final time, Jeff took over as art director for a year until Sub Pop hired him away as their first and, as of yet, only in-house art director.

In 2000, Patent Pending was formed as a creative outlet for producing and marketing silkscreen posters and freelance design work. Patent Pending produces about four screen printed concert posters a month, all in extremely limited editions. Check out www.patentpendingindustries.com for more details.

In the past 15 years, Kleinsmith has produced hundreds of posters and album covers for many bands. His work has a timeless appeal that stems from a fine art sensibility. The result of which are designs that are elegant as well as striking, and hold up as a pieces of art even when removed from the world of rock. His work has appeared in design books and magazines too numerous to list and in various gallery shows, most notably a recent showing in Seattle of 100 posters and 12 paintings.

The following pages feature some of Jeff's recent work and his answers to five questions.

JEFF KLEINSMITH

The art of the music poster is as diverse as the bands and genres they promote. From boxing-style blues to psychedelic freakout to DIY punk Xerox, they all have the common goal of transforming mere advertising into art. Music is owned by the people and the poster art reflects that — you don't need a college degree or an in-depth knowledge of Picasso's Blue Period to appreciate it — the art speaks for itself: it's what makes the music we love look so good.



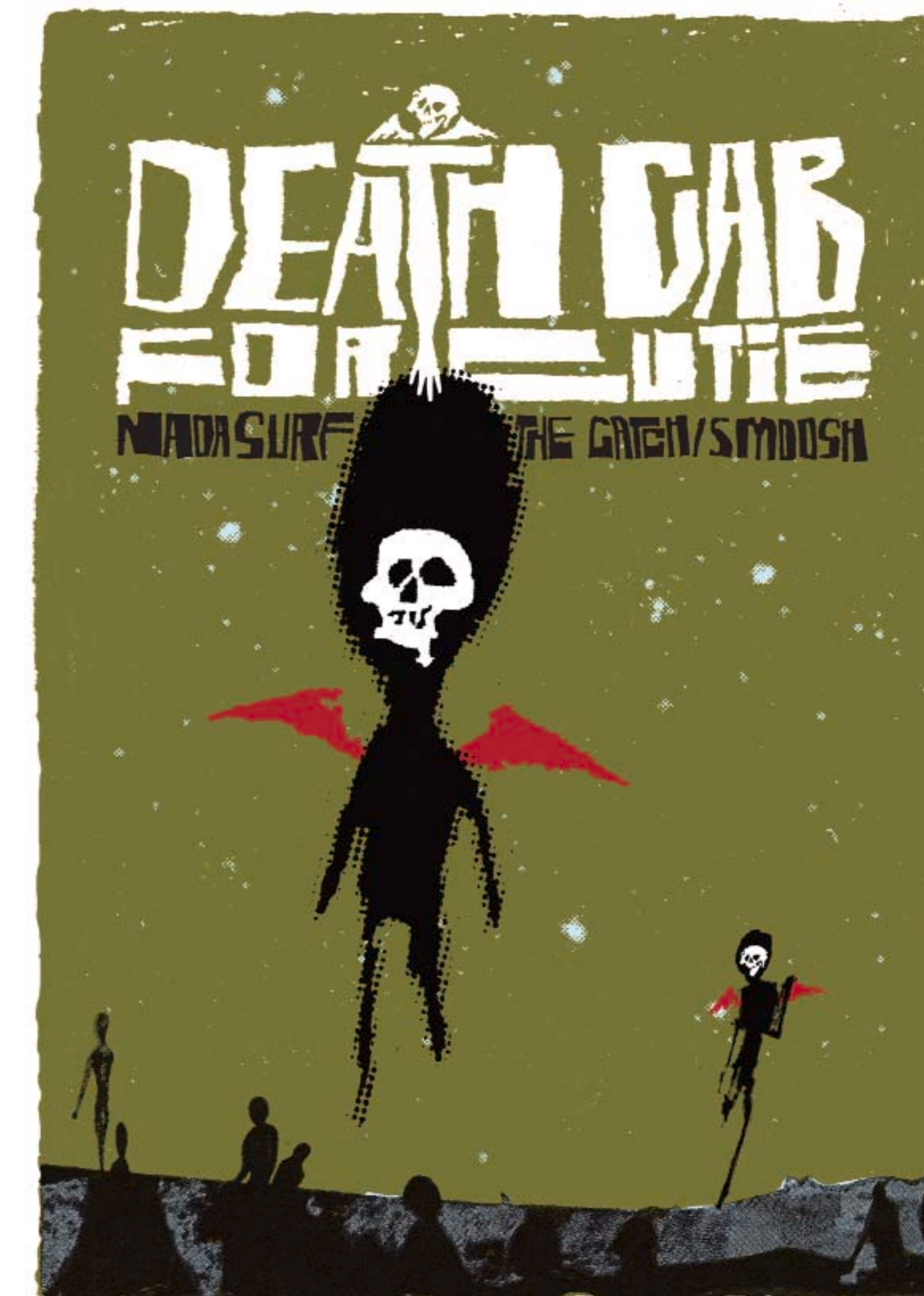
The Showbox, Seattle, Seattle with 8.5K and 90.3 KEXP presents
February 17th
Paramount Theatre
BRIGHT EYES
JESSE SYKES & THE
SWEET HEREAFTER
with NEVA DINOVA
\$27.00 for general admission seating, \$35.00 for four general
admission at The Showbox, Doors at 8pm, All Ages
http://www.showboxtheatre.com

Where do you seek inspiration for a project?

I seek it from wherever I can find it, really. I have a pretty big library of books so I look through those to get inspired, but really I just try to pay attention to what's around me and make mental notes of images that pop into my head at odd times. There are a lot of great designers from the past and present that keep me inspired also.

How do you renew your creativity?

I guess it goes back to the question before a bit, I just go out and see things. I really try to balance how much work I take on with spending time with my family. They are a great inspiration in that way. I leave here and forget about a poster or CD cover, or whatever and play games with my daughters and come back to the project with a new perspective. I also have learned to do a "save as" when I'm feeling stuck and do something completely different. I just let myself go nuts and purposely go in a totally different direction just to see what happens. I almost erase from my mind what I was working on before and just get as crazy as I can.



SHOWBOX NOVEMBER 21/22 Friday November 21st - The Showbox, Seattle, Seattle with 8.5K and 90.3 KEXP presents DEATH CAB FOR CUTIE with NIADA SURF and THE GREAT/SMOOSH. Saturday November 22nd with NIADA SURF and SHOWBOX. \$13.00 advance / \$15.00 day of show at TicketWest and outlets including Sonic Boom locations. Doors at 8PM, 21+. All ages doors at 6PM

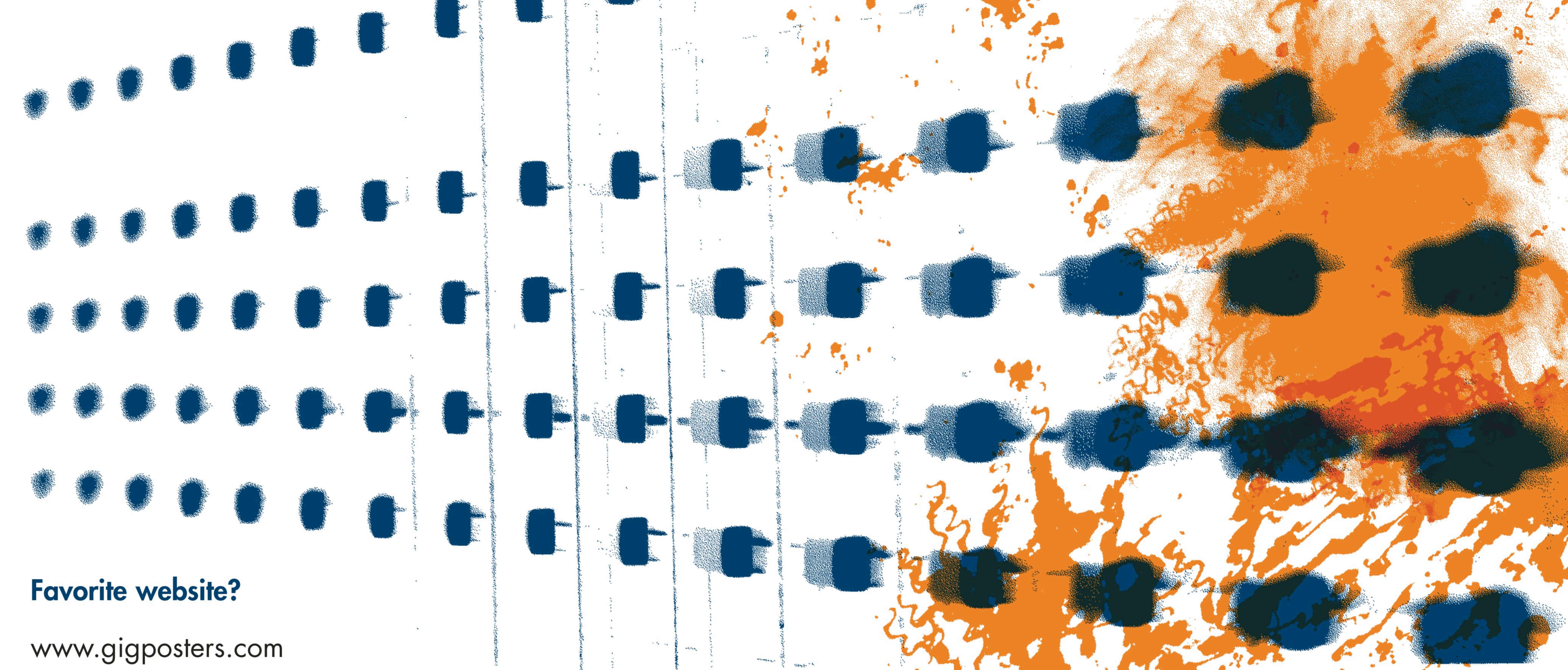


What are you working on right now?

I just finished working on a CD/DVD for a new comic that Sub Pop signed named Eugene Merman. He was great to work with - gave me a lot freedom. I also just finished a Belle and Sebastian poster and I have Shins poster coming up.

A quote that you find inspiring?

"Just pretend it's a poster." Art Chantry said this to me when I was having a really difficult time designing a page for The Rocket magazine where he and I worked together. He recognized that I had a relatively easy time with posters but struggled a little with other things like business cards, book covers, even CD covers. By thinking of them as little posters it freed my mind and opened up a creative block in a way.



Favorite website?

www.gigposters.com

What are you listening to right now?

We listen to stuff all day long. Dusty sits across from me and we take turns. Today I played Queen, Olivia Tremor Control, Iron Maiden, and Neil Young.

APRIL SPONSOR

Smart Papers

The SMART Papers mill was once the site of the Champion Coated Paper Co., and then International Paper after its acquisition of Champion. In 2001, Sun Capital Partners purchased the facility and created what is now SMART Papers, an independent manufacturer and marketer of premium cast-coated, matte-coated and uncoated printing papers.

Champion invented the cast coating process at Hamilton in 1929, a process that takes a coated sheet and "casts" it against a hot, very smooth, highly polished dryer drum. The result is a high-gloss, ultra-smooth and ink receptive surface for high-definition printing. Even today, only a few mills around the world have this technology.

Since its founding in 2001, they have relaunched core brands, implemented new information technology systems and expanded their manufacturing capabilities. They have also enlarged sales and customer service staff to bring faster and more detailed product information to merchants, and have extended North American distribution reach in order to reduce product delivery times. All very SMART moves.

Please contact Carla Hammer, 918-250-1113 x218 or Chris Cosgrove 513-869-4438 for further information.

ADCT THANKS

Odyssey Digital Printing for printing the newsletter.

Western Printing for our speaker posters and postcards throughout the year.

UniSource for donating paper throughout the year.

ADCT NEWS

Website updates: www.artdirectorsoftulsa.org

We have added several features to the website this year and have updated features from the past website.

Forum: The forum was created so that students and professionals could talk about anything from typography to student design contests. It's a great place to meet people from this area and get updated on the what is going on around town.

Job Bank: We are accepting job profiles to post on the site. It's a great resource for students and professionals.

Event Photos: They are back up, just click on the links to redirect to the photo server.

Kern: In case you missed an issue. We have past Kern issues in pdf form available for download.

Graphex update:

Graphex 37 will be held at Circle Cinema on May 11th, 2006. More information will be coming soon. Entries are due April 15th, call for entries are being sent out this week, plus we have them available at the check in table. The call for entries and the entry forms will be available for download this week as well. Please email Tina Fincher at tina@cubiccreative.com with inquiries.

Good luck Winston!

Many of you know that Winston Peraza, Cubic Creative, and his family are moving to Switzerland. Though he will be there for awhile, he will still be working for Cubic. We just wanted to say thanks for all your help and inspiration, we'll miss you!

LINKS FOR CREATIVE INSPIRATION:

www.pitchforkmedia.com

Pitchfork

Includes album reviews, track reviews, and free downloads. Only place to find out what is new and interesting in the independent music scene.

www.thepatentpending.com

Patent Pending Industries

Features limited edition posters and high quality screen printing services. Jesse LeDoux and Jeff Kleinsmith are the featured artists.

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APRIL 20TH: 8X8

EIGHT SPEAKERS, EIGHT MINUTES EACH

A few of our presenting speakers are . . .

- Tim Jessel, Illustrator
- Bill Ainsworth, Magneto Partnership
- John Ewert, QuikTrip Corporation
- Randy Eslick, Eslick Design Associates, Inc.
- Ron Flemming, Illustrator and Woodcarver,
- Scott Raffe, John Amatucci, and Nathan Harmon, Photographers, Ireland Trip 2004

Date: Thursday, April 20th, 2006
cocktails 6:30 lecture 7:30

Where: Tulsa Historical Society, 2445 S. Peoria

Cost: FREE TO ALL

Reservations are appreciated scott@raffephoto.com

8x8 Credits: Design: Genevieve Pankey, Sponsor: Gilbert Paper