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news release

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Literature Debuts Vintage Nancy Drew® Dust Jacket Collection

Literature is pleased to announce the debut of the Nancy Drew® Dust Jacket Collection, a line of jacket prints recreating the classic mid-century look and feel of the popular children's mystery series for collectors and new fans alike. Licensed by Simon and Schuster, the collection showcases rare vintage cover art by series cover artists Russell H. Tandy, Bill Gillies and Rudy Nappi, along with vintage Grosset & Dunlap advertising, to present a cohesive, newly consistent packaging of the original series during its baby boom zenith of the 1950s and 1960s.

About the series art

Debuting in 1930 at the dawn of the Great Depression, Nancy Drew appeared as a 16-year-old amateur detective and privileged daughter of an affluent, powerful attorney. Corresponding to the somewhat upper class tone of the initial stories, the original Nancy Drew book format included an elegant dust jacket featuring graceful portraits of Nancy in the midst of adventure by original series artist Russell Tandy.

“The early, original Tandy covers and internals are truly gorgeous and several are exquisitely detailed, but convey a refined style and sensibility very much of their time,” notes collection designer and Literature founder, Greg Lyle-Newton. “It was in Tandy’s later covers of the 1940s that a more naturalistic, accessible look emerged, which set the tone for much of the rest of the series and continues to this day.”

As Nancy evolved into a less rarefied heroine, in the mid-1940s, publisher Grosset & Dunlap updated the packaging of the series, issuing new volumes with a dust jacket that featured wraparound art and modern type for an edgier, more contemporary feel. This approach colorfully echoed the visual styles of film noir and pulp fiction, then in vogue. Between 1950 and 1979, commercial artists Bill Gillies and Rudy Nappi produced artwork for new titles and revised many of the earlier covers in this darker, mid-century style. However, in 1962, Grosset & Dunlap eliminated the use of dust jackets for their popular children's series and subsequent printings of both earlier and ensuing volumes were issued exclusively in picture cover formats. As a result, no single format was ever

maintained for the duration of the series' original publication era, leaving fans of the series with collections that appear piecemeal and inconsistent.

About the dust jackets

Licensed by Simon and Schuster for the first time, Literarture is offering a complete dust jacket collection of some of the most evocative artwork by Tandy, Gillies and Nappi from this period for each of the 56 titles of the original series. Every jacket selected has been carefully recreated utilizing the best vintage elements available and new layouts with an eye for improved format consistency. In addition, the covers of later volumes never released with dust jackets are being adapted to the format to finally accommodate a complete series feel.

“These aren't laser or color copies of the original jackets,” states Lyle-Newton. “Each cover is being painstakingly restored, a challenging task since camera ready art for most of the vintage covers is difficult to access. Once the art is processed, the jackets are then digitally laid out from scratch with fresh typesettings and copy based on a specific vintage Grosset & Dunlap printing. Finally, they are printed and trimmed to original jacket size in a state-of-the-art offset environment for optimum quality. Hopefully, in addition to the consistency factor, collectors will feel our series offers an appealing alternative to the inexpensive papers and color halftone processes of the 1940s and 1950s.”

The jackets' final trim size is 7.6" x 18.5" on a paper of comparable weight to the original dust jackets, but improved durability, enhanced by a protective aqueous coating. Titles will be available in individually numbered editions of 200, each jacket retailing for \$9.99 and debuting exclusively through www.literarture.net. Six titles will premiere in November of 2006, with a few additional titles added monthly.

About literarture

Literarture is a Seattle-based, father and daughter enterprise celebrating the tactile, commercial arts associated with and inspired by literature, both fine and ephemeral.

Greg Lyle-Newton, founder and designer, is an award-winning corporate art director, with a list of clients and associates, past and present, including Conoco-Phillips, Providence Health & Services, Burson-Marsteller, Lippincott Mercer, Simon & Schuster and Sandusky, as well as innumerable worthy small businesses and non-profit agencies. His work has received multiple honors from the League of American Communications Professionals, the MarCom Awards and Graphic Design USA, among others, for excellence in art direction, advertising, design, branding and identity. He is a member of the Art Directors' Club of Manhattan.

His daughter, Kendall, is ten years old and loves Nancy Drew.