

WE BELIEVE IN POSSIBLE

INSPIRED TO DO GOOD THINGS

WOULD LIKE YOUR HELP

ONE SHOW

SOCIETY OF DESIGN

Invitation to Bill Strickland to speak at a Society of Design event. The message was carefully printed via letterpress, one page at a time, across all 244 pages of Strickland's book, *Make the Impossible Possible*.

Message reads as follows:

“Dear Bill. We believe in possible. We have already reached thousands but have only just begun. We are inspired to do good things and would like your help. Please consider being the featured guest speaker for Society of Design in Harrisburg on November 18. Thank you.”

Awards: One Show Merit
One Show Design Gold Pencil
Type Directors Club
CA Typography Annual
Cannes Design Lions Shortlist

**One Show Design
Best of Show**



SOCIETY OF DESIGN



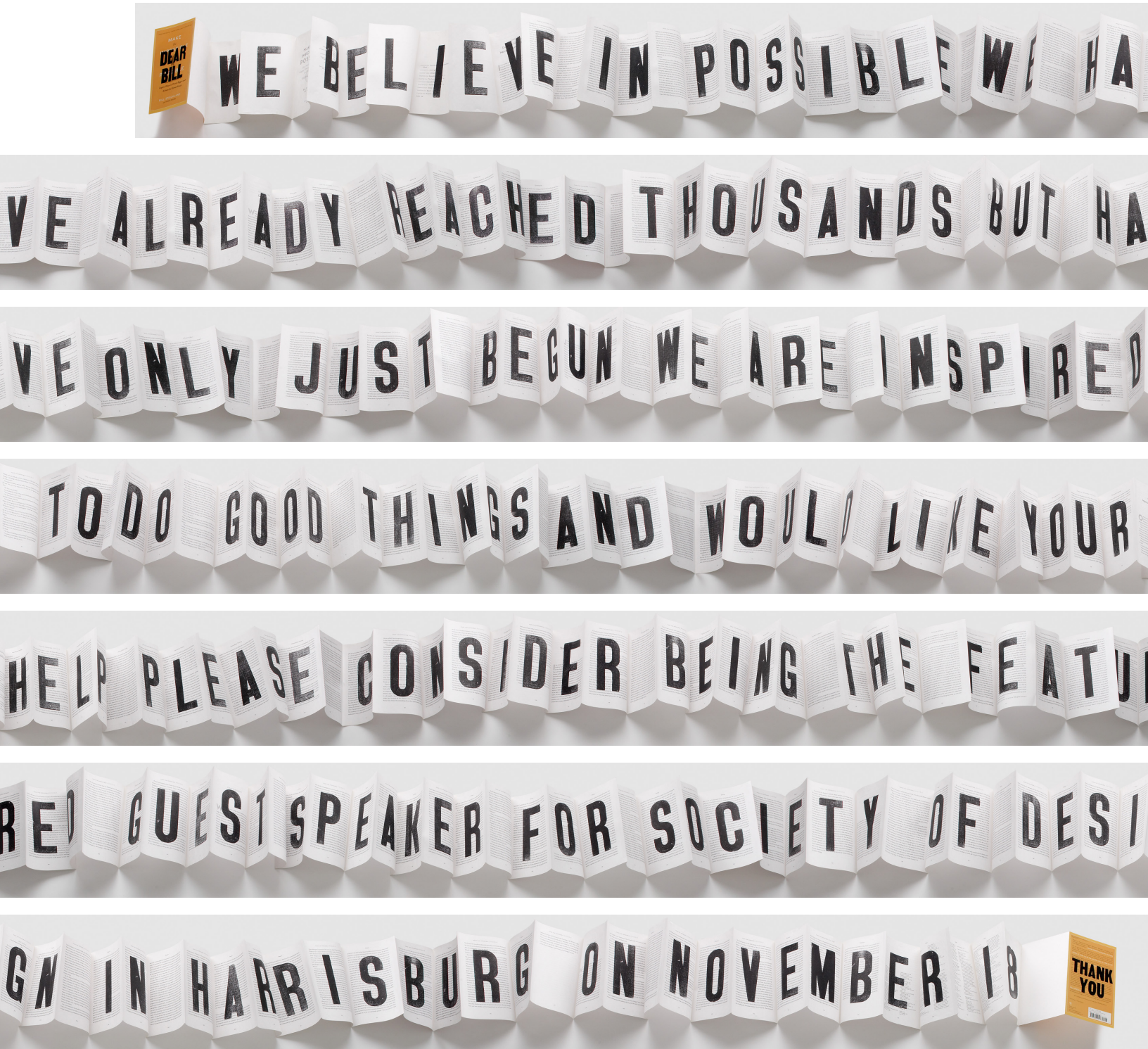
Typeface: Hand-carved 5" gothic wood type
Size: Closed - 5"x8"; Open - 100'x8"
Colors: Black
Binding: Transparent tape / Accordion fold
Time: Twelve hours of printing/binding per copy



In the Fall of 2009 we acquired the contents of a retired Lancaster, PA-based printer's letterpress shop. The "Dear Bill" project was one of the very first pieces we produced as we began learning how to use the equipment and supplies we had

purchased. We believed it was important to show that the client was committed to embracing the charge of making the impossible possible. So, we set out to design a piece that would, both in copy and form, prove such a commitment.

SOCIETY OF DESIGN



Work that gets noticed.

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HELP HAITI HEAL

In early 2010 we were invited to participate in a poster exhibition to support the Haiti earthquake victims.

Funds raised from the sale of the posters were donated to BuildaBridge's arts relief program in Haiti.

Awards: One Show Design Merit

D&AD Shortlist

CA Design Annual

Coupe International Design Annual

Philadelphia Design Awards



GO WELSH IS A DESIGN STUDIO.



We utilize the power of design to craft strategies and creative that deliver compelling messages. We produce advertising, branding, corporate identity, graphic design, public relations, and web site projects for corporate and non-profit

clients. Our work has been recognized by The One Show, D&AD, *Communication Arts*, *Print*, The Eisner American Museum of Advertising & Design, and has been selected for exhibition in more than a dozen countries.