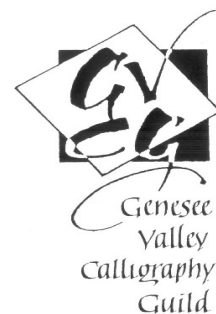




The Genesee Valley Calligraphy Guild  
Presents  
Mike Gold's

**"The Art of Breaking the Rules"**

Live via Zoom with Tech Host Heather Martinez

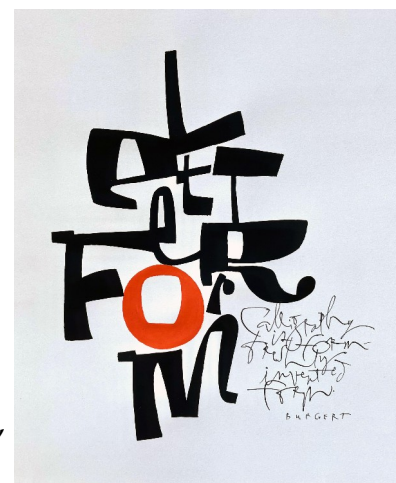


Tech Check for registrants January 7<sup>th</sup>, 2025 (Optional)  
Saturdays, January 11, 18 & 25, 2025, 10am - 1pm EST  
Homework Review: Monday, February 3, 2025 7-8:30pm EST

**ABOUT MIKE:** Mike Gold worked as a commercial lettering designer for over 35 years, mostly in the social expressions business. But his real passion is exploring the corridors of calligraphy that have been less traveled, the path where words and letters are design elements with which to play with line, shape and form, where creating a visual statement is more important than writing a readable text. In both his professional and personal art, Mike breaks traditional rules to create contemporary, non-traditional work. Mike is an experienced teacher whose work is recognized as superior internationally. We suggest that you review his experience and his art on his website <https://www.mikegold-letterarts.com> and Instagram @goldie2452.

**ABOUT THE WORKSHOP:**

The goal is to look beyond the traditional, formal calligraphic model to ways of lettering that may be more suitable for contemporary art. We examine the rules that guide formal hands in order to understand how and why to break those rules. Through a series of exercises, students practice breaking the rules to create non-traditional, informal, and even abstract letterforms and compositions. We practice with a variety of tools, writing surfaces and media. Students will come away with a better understanding of how to critique contemporary lettering, how to create it, and how to design with it. Important layout and design tips will be included throughout the workshop. Have you been reticent about trying contemporary calligraphy? We hope that you will open up to this opportunity to expand your artistic horizons.



*Padlet* will be utilized at this workshop. *Padlet* is a way for participants to share their work with the instructor, and also as a community between classes, making this an experience closer to the desirable in-person workshops. Full instructions will be given to participants prior to and as needed during the workshop. Student work may be posted on *Padlet* and reviewed to provide inspiration and feedback to participants from Mike and others.

A Zoom invitation link and all necessary information will be sent prior to the workshop.

A recording of the workshop will be available to registrants for 6 months following the workshop. This is an exceptionally long period for access, adding value to this workshop.

**EXPERIENCE:** Beginner to Advanced (Some lettering experience is helpful)

## SUPPLY LIST

80# Strathmore 400 Drawing Pad, 11x14"

A couple 11x14" sheets of Arches Text Wove or comparable

A couple 11x14" sheets cold press watercolor paper (I like Arches 140 lb.)

Black calligraphy ink, such as Higgins Eternal (or comparable)

Sumi ink (I like Yasutomo or Moon Palace)

Walnut ink

Some favorite gouaches (including black and white)

A few Dr. Martin's Bombay waterproof India inks (any color inks with eye dropper top will also do, even if acrylic inks)

Various writing tools

Broad edge black felt pen (such as Zig Calligraphy Dual Point Marker 2.0/5.0)

Brush pen (I like the Pentel Color Brush) or pointed brush (I like the Winsor Newton Series 7 #3)

Ruling pen, cola pen, other unusual writing tools

Speedball C0 through C5 nib pens; stiff pointed pens (like Nikko G); favorite Mitchell or Brause nibs

Automatic or Parallel pens (1/2" to 1")

Mixing brush

Paper Towels

Your basic toolbox items

### **Optional: (Only if you have, no need to purchase before the workshop)**

A couple sheets of 11x14" black Artagain or Canson Mi-Teintes paper

Tracing Paper

Quink ink (I like Blue and Blue-Black)

Bleach (what you can buy at the store)

Methyl Cellulose ([Lineco 1.5 oz. - Available on Amazon](#)) (Dry, unmixed)

A few favorite acrylic paints and mixing brushes for them. (1/2 to 2 in)

Prismacolor pencils (assorted colors);

Watercolor pencils (I like Derwent Inktense)

Some favorite short texts (I will also have a handout of Favorite Lines)

A bowl of your favorite M&M's



## REGISTRATION:

Registration ends January 5, 2025.

No refunds.

Member Cost: \$135 USD, (must be a member of record on October 1, 2024)

Non-Member Cost \$150 USD

Checks are preferred. Those living outside the USA can pay electronically – see below.

Please review the registration form for detailed information.

Questions about the workshop – contact Georgie Knapp, [georgie.shearn@gmail.com](mailto:georgie.shearn@gmail.com)

Questions about registration – contact Ellen Brannin, [ellenbrannin@gmail.com](mailto:ellenbrannin@gmail.com).



---

### Registration Form:

Checks are preferred.

Please complete this form and mail it with your check. \$135 (members) or \$150 (non-members) payable to **GVCG**.

Email Ellen at [ellenbrannin@gmail.com](mailto:ellenbrannin@gmail.com) for mailing address.

If outside the USA, you may pay by PayPal. Contact [Georgie.shearn@gmail.com](mailto:Georgie.shearn@gmail.com) for PayPal instructions.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Your check Number: \_\_\_\_\_

You will receive a confirmation of your registration after payment is received. Thank you for signing up for this workshop!

NO audio or video recording of any program, meeting, workshop or other GVCG function permitted without consent of both guest artist and a representative of the guild. You must ask permission of the artist/instructor to photograph any copyrighted materials, including demos.

