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For Dirk Fowler, designing gig posters is an imaginative grab-bag—he digs into his head and dredges up wonders. “I do all kinds of design,” Fowler says. “But with these pieces, I get so much freedom. I get an image in my mind, and I’m allowed to make it.

“I was thinking about the cliché of something being cutting-edge, so I came up with the razor image. The big silver thing is a razor blade.” He chuckles. “A lot of younger people don’t even recognize that sort of razor.”

Like most of Fowler’s posters, he makes them individually with a 1920s Vandercook No. 1 proof press and his collection of antique wood and lead types—plenty of work for an image that’s stapled to telephone poles and stolen within a few days.

What about the name, Jucifer—is this an evil band? “Yeah, it is kind of evil,” he laughs. “Of course, it’s *Lucifer* and *juice* together. But I tried to contrast something kind of evil that’s happening with a childlike, innocent, sweet image. There’s a little bit of that quality to the music. Not commercial, kind of innocent in a way,” Fowler explains. *Jude Stewart*

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“Lucero is a little more traditional letterpress in its look than my usual stuff,” designer Dirk Fowler notes. “It’s all done with wood type, and there’s the Boy Scouts’ image—it’s an old photo engraving. That particular woodblock is probably at least 60 years old.

“The tall, skinny format lends itself to the telephone pole shape, where my posters are displayed,” he continues. “It’s on heavy chipboard, so it’s kind of cheap, temporary paper. The press embosses the type, so texture is part of my design.”

Does the fact that his posters are usually stolen or discarded within a few days ever bother him? Not a bit. “I have students who swipe one of everything that I design,” Fowler notes matter-of-factly. “I had one student who told me he’d taken four copies of one of them. I told him I wasn’t staying up all night printing just for him,” he remarks, adding, “But that’s the cool thing—I have no control over what happens to them.” *Jude Stewart*

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