

A bookish butterfly on festival souvenirs

Northville artist's design will appear on a poster and a shirt that benefit the 2-year-old event

BY MARIANNE RZEPKA
News Staff Reporter

This year, a bookish butterfly takes off for the Ann Arbor Book Festival, a change from last year's book-reading robin.

Heidi Woodward Sheffield, who also designed last year's poster, morphs a butterfly into a book, whose title – "Metamorphoses," the collection of mythic poems by the Roman writer Ovid – is printed along the book's spine. The veins and shadows on the butterfly wings are phrases, in Latin, from the book.

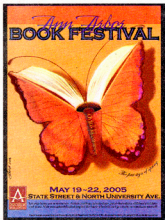
Last year, T-shirts only had the festival logo, but this year organizers have ordered the souvenirs with the poster image, says Sheffield, owner of the Northville business called The Exclamation Point: a copywriting and design studio.

Posters and T-shirts with this year's butterfly will be available for sale at the street festival on May 21.

A signed and framed poster will be auctioned off at the festival's author reception on May 20, and Sheffield will be signing copies of the poster in her booth at the street festival.

The original robin poster last year sold for \$500, says Sheffield, who describes herself as an aspiring children's book illustrator. All proceeds go to the festival.

While Sheffield designed the poster,



A butterfly morphs into a book in the poster for the second annual Ann Arbor Book Festival. It was designed by Heidi Woodward Sheffield.

Kathleen Malda of Sarcasta Design volunteered her work in putting together the festival's bookmarks, brochures and the passport used during the week-long Bookstore Crawl.

Festival director Kathy Robenalt says the show wouldn't go on without volunteers, and "those two have devoted many hours to the festival."

Sheffield says she donates her time and work to the festival to the tune of about \$5,000 a year. "It's a hunk, but I really believe very strongly in their cause," she says. "This is sort of my labor of love."

Marianne Rzepka can be reached at (734) 994-6820 or mrzepka@annarbornews.com.